NOVEMBER 22, 1948

PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

TECHNOLOGY DEPT
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DETROIT

why is WOR . . .

. . . *like a* FAN?

Because WOR breezes your message to the majority of almost 36,000,000 people in 430 counties in 18 states at the second lowest cost-per-thousand-homes-reached in the United States.

. . . *like a* LADDER?

Because WOR climbs sales to record heights in breathtaking time. For instance, a candy manufacturer bought time on WOR one day recently—and for only one day a week—within a matter of weeks, his retail outlets jumped from 6 to 10. Through only one announcement on WOR he sold 5,000 pieces of a new product within two days!

. . . *like an* ANT?

Because WOR's base rate is so small. During a time when most media costs are soaring, WOR has not made any major increase. In fact, WOR's day rate, for instance, hasn't stirred since 1937.

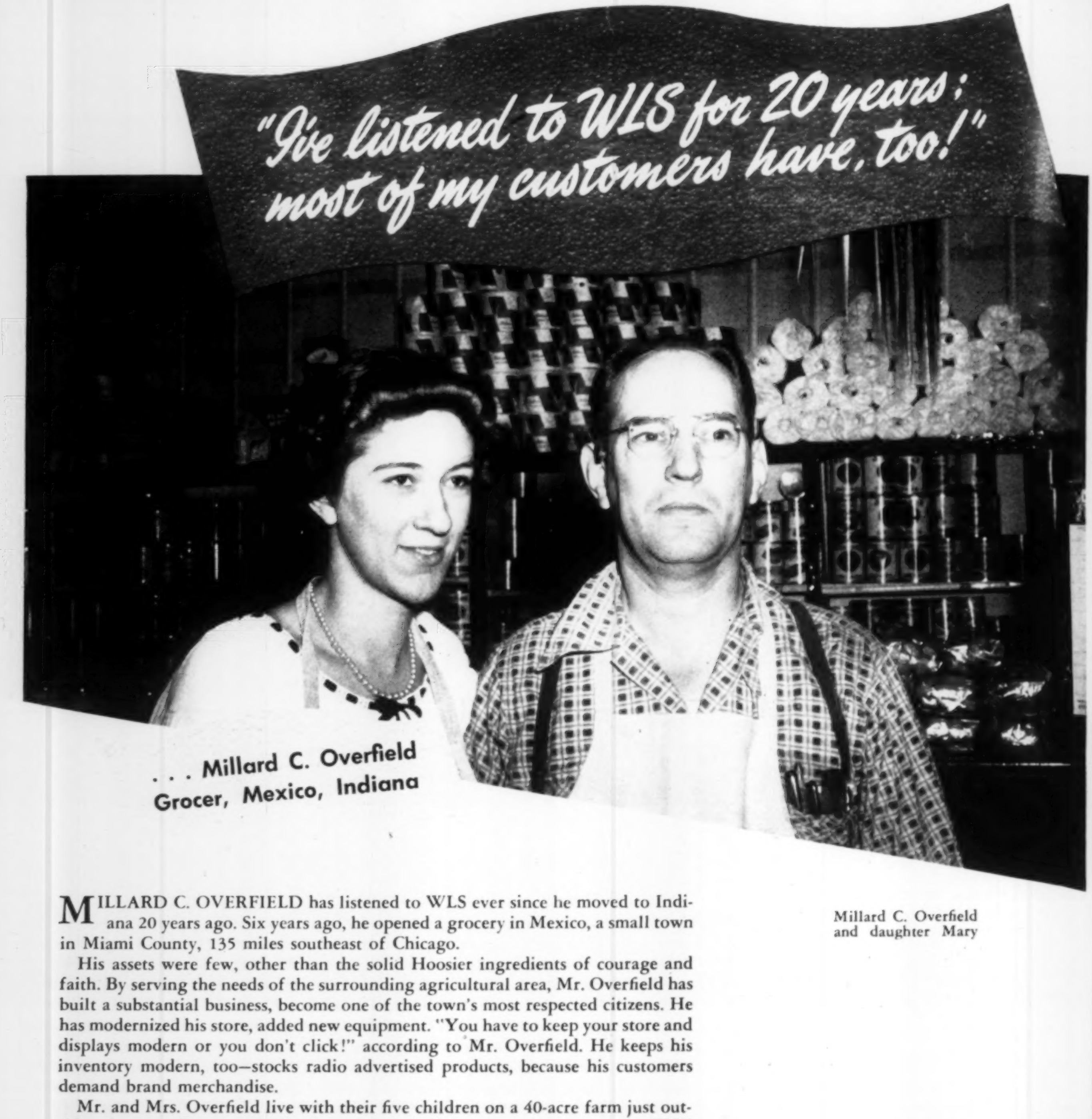
coming!
TWO GREAT TELEVISION STATIONS

WOR

—heard by the most people where the most people are

WOR-TV, NEW YORK . . . CHANNEL 9 . . . WOIC, WASHINGTON, D.C.

mutual


"I've listened to WLS for 20 years; most of my customers have, too!"

. . . Millard C. Overfield
Grocer, Mexico, Indiana

Millard C. Overfield and daughter Mary

MILLARD C. OVERFIELD has listened to WLS ever since he moved to Indiana 20 years ago. Six years ago, he opened a grocery in Mexico, a small town in Miami County, 135 miles southeast of Chicago.

His assets were few, other than the solid Hoosier ingredients of courage and faith. By serving the needs of the surrounding agricultural area, Mr. Overfield has built a substantial business, become one of the town's most respected citizens. He has modernized his store, added new equipment. "You have to keep your store and displays modern or you don't click!" according to Mr. Overfield. He keeps his inventory modern, too—stocks radio advertised products, because his customers demand brand merchandise.

Mr. and Mrs. Overfield live with their five children on a 40-acre farm just outside of town. Constant WLS listeners, their favorite programs are the WLS National Barn Dance, Dinnerbell Time and Feature Foods. The children make a special point of listening to Rex Allen in the morning, School Time in the afternoon.

Miami County represents a prosperous market—with retail sales of nearly 24½ million dollars and an effective buying income of $37,390,000. In 1947 food sales amounted to over 5 million dollars. According to BMB, WLS is the number one station in this thriving market of 7,830 radio homes—76% day, 77% night!

The reaction of this merchant, his town and county to WLS is typical of the 567 BMB daytime counties in the WLS area. Through service and entertainment there has been welded a "oneness" between station and listener, leading to acceptance and belief—the basic ingredients of advertising results. Ask your John Blair man how this and over 500 other counties are penetrated by the powerful voice of WLS.

WLS

The
PRAIRIE
FARMER
STATION

CHICAGO 7

890 KILOCYCLES • 50,000 WATTS • ABC AFFILIATE • REPRESENTED BY JOHN BLAIR & CO.

The "OLD" Look

March 1, 1946

BRING YOUR FIGURES *Up-to-Date*

The "NEW" Look

Sept. 1, 1948

COVERAGE

As of today Intermountain Network delivers 406,200 radio homes — twice as many as in the old days of BMB Study No. 1, 1946. Here's why —

I. In March 1946 IMN had 12 affiliates. Today IMN has 19 strategically located stations — a 58% increase in stations in two short years!

New Stations

KMON Great Falls — Montana's most powerful station — 5000 W 560 KC.

KBMY Billings, Montana — located in state's second most populous county.

KEYY Pocatello, Idaho — second largest city in state.

KVMV Twin Falls, Idaho — fourth county in state.

KRAM Las Vegas, Nevada — second county in state — 1000 W 920 KC.

KSVC Richfield, Utah — Heart of Utah farm —1000 W 690 KC.

KOWB Laramie, Wyoming — railroad center.

II. Of the 12 IMN stations March 1, 1946—six or 50% have increased in power and improved their frequencies.

Greater Power

KOVO *from* 250W 1240 KC *to* 1000W 960 KC
KVNU *from* 250W 1230 KC *to* 1000W 610 KC
KFXD *from* 250W 1230 KC *to* 1000W 580 KC
KVRS *from* 250W 1400 KC *to* 1000W 1360 KC
KWYO *from* 250W 1400 KC *to* 1000W 1410 KC
KPOW *from* 250W 1230 KC *to* 1000W 1260 KC

Today 85% or 1,633,400 of the total population of Utah, Idaho, Wyoming, Montana and Eastern Nevada receives primary merchandiseable coverage from IMN.

LISTENING

In 1946 advertisers had no data on audience size for the Intermountain West.

Today the Intermountain Network offers you the complete 58,163 call Hooper coincidental survey giving station ratings for every quarter hour day and night.

Here are the over-all indexes for affiliates of all four national networks in the Intermountain area:

HOOPER STATION LISTENING INDEX

14 Intermountain Network Cities Winter, 1947

			Share of Audience			
Time and Day	Sets In Use	Inter-mountain* Network	A† Network	B‡ Network	C§ Network	All Others
8 a.m. to 12 noon Mon. thru Fri.	22.2	**36.0**	17.1	18.9	25.2	2.8
12 Noon to 6 p.m. Mon. thru Fri.	25.0	**40.4**	11.6	10.4	31.6	6.0
6 p.m. to 10 p.m. Sun. thru Sat.	37.0	**24.5**	10.8	23.1	39.0	2.6

*Comprised of 14 Intermountain Network cities comprised of the following: Salt Lake City, Utah; Billings, Montana; Casper, Wyoming; Idaho Falls, Idaho; Logan, Utah; Miles City, Montana; Nampa-Caldwell, Idaho; Ogden, Utah; Powell, Wyoming; Price, Utah; Provo, Utah; Rock Springs, Wyoming; Sheridan, Wyoming; and Twin Falls, Idaho.

†Comprised of 15 A network stations. ‡Comprised of 10 B network stations. §Comprised of 15 C network stations.

Have a "new look" in your advertising. Bring your figures up-to-date.

THE INTERMOUNTAIN NETWORK Inc.

MUTUAL

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta

ublished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING at deadline

Closed Circuit

TREATMENT of nonsubscriber stations big problem confronting BMB board, meeting today. NAB board recommendation is nonsubscribers be eliminated, pointing out some stations used "N. S." listings in reports of first nationwide BMB survey to publish own coverage maps. Opposing view is BMB collects data on all U. S. stations which would be of great value to advertisers and agencies and would make radio only medium able to provide 100% report. Board will also consider recommendation of television subcommittee that BMB engage fulltime television research director.

STILL merely gleam in small stations' eyes, but likely to get attention, is plan for nationwide series of workshop sales clinics under NAB auspices. National program clinic idea, incidentally, cleared NAB board last week provided proposed spring executive-level project is self-supporting.

GENERAL MILLS, Minneapolis, through Dancer-Fitzgerald-Sample, New York, is in preparatory stage of filming *The Lone Ranger* for half-hour TV show to start in March. Network and time not set. This will be second radio program to be used on TV by General Mills, which plans to put Betty Crocker on video in January.

MUTUAL BENEFIT HEALTH & ACCIDENT ASSN., Omaha (health accident hospitalization insurance), reportedly starting sponsorship Lionel Barrymore's *Mayor of the Town* around first of January on MBS. Agency, Ruthrauff & Ryan.

REPORT persists that FCC Chairman Wayne Coy will again be offered high-level job probably with United Nations or in State Dept. It's reasonably safe bet, however, that he won't stir until television allocations problem in all its basic aspects is settled. And that's not expeced before next spring.

DANCER - FITZGERALD - SAMPLE, New York, building television show to be co-sponsored by two Procter & Gamble products, Dreft and Oxydol, for presentation next spring.

TIPOFF on importance of international frequency wrangling is seen in time devoted to problem by NAB board. Most of Thursday morning closed-door session confined to report by Forney A. Rankin, Judge Miller's executive assistant, who returns immediately to Mexico City.

VAST amount of technical work to be done if U. S. is to make convincing case for its high-frequency needs. Acting chairman of American delegation at Mexico City is engineering expert, FCC Commissioner George E. Sterling,

(Continued on page 94)

Upcoming

Nov. 22: BMB Board, BMB Board Room, New York.

Nov. 27-28: National Assn. of Radio Farm Directors fifth annual convention, Stevens Hotel, Chicago.

Nov. 29: FCC Hearing on Network Representation of Stations, FCC Hdqrs., Washington.

(Other Upcomings, page 70)

Bulletins

REFUSAL of KFI Los Angeles, to shift nightly frost warnings to citrus farmers from 8 p.m. period led to cancellation Nov. 19 of *Supper Club* by Chesterfield. Public service bulletins involve intrusion of 60 to 90 seconds. Station said public service to farmers dictated its decision.

ALLEN B. DUMONT LABS. Friday declared dividend of 25 cents per share for year 1948 on A and B common stock, payable Dec. 22, and regular quarterly dividend of 25 cents on 5% preferred.

TV PRODUCTION TOTALED 95,216 SETS IN OCTOBER

OUTPUT OF TV sets totaled 95,216 in October, four-week work month, compared to 88,195 in five-week September, RMA announced Friday, bringing year's total to 583,349. RMA, 90% of industry, said total TV output since war is 768,396 sets.

October AM output was 869,086 sets, with 170,086 AM-FM sets produced for total all-set production of 1,134,378, or 11,778,678 since Jan. 1. FM figure does not include TV sets with FM band circuits. AM-FM weekly production rate in October 24% above September rate, or 42,500 sets per week.

RMA released third quarter TV set shipments by areas. Total shipments into principal cities (suburban areas not included in some cases) since war follow: New York-Newark, 242,125; Philadelphia, 63,495; Chicago, 46,926; Los Angeles, 46,190; District of Columbia, 20,214; Boston-Cambridge, 19,018; Baltimore, 15,770; Detroit, 13,340; Cleveland, 11,584; St. Louis, 10,131; Hartford, 8,762; Albany, 8,097; Milwaukee, 6,730; Cincinnati, 6,168; Twin Cities, 3,816; Toledo, 2,633; Dallas, 2,487; Richmond, 2,198.

ACCORDIONIST SIGNED

DICK CONTINO, 18-year-old accordionist, signed by Niles Trammell, NBC president, for TV program to start early in year. Lad to enter finals in Horace Heidt contest.

Business Briefly

DISNEY ON KRSC-TV • Disney Inc. (men hats), Danbury, Conn., through Adam J Young Jr., New York station representativ has placed *NBC News of the Week* on KRSC TV Seattle (see story page 36) starting Nov 28. Disney sponsors same show on NBC-TV East Coast network. Agency, Grey Adv., New York.

AGENCY NAMED • Lindsay Adv. Agency New Haven, named to handle advertising o Grime Buster, bath formula. Sectional radi campaigns planned with spot test now unde way on WLAD Danbury, Conn. Bridgepor and New York stations to be used if test i successful.

NEW LUBRICANT • AP Parts Corp., T ledo, names Powell-Grant Adv., Detroit-Clev land, to handle new lubricant, Miracle Pow Extensive spot planned in Detroit, Youngstow and other markets. AP to market main through auto parts distributors.

NBC SIGNS WMCT (TV) • WMCT (TV Memphis, owned by Memphis Publishing C signs TV affiliation contract with NBC. WMC starts Dec. 11 (see story page 44).

AAAA RADIO-TV GROUP APPOINTS SUBCOMMITTEES

RADIO & TELEVISION COMMITTEE American Assn. of Advertising Agencies a pointed five subcommittees to study industr problems. Carlos Franco, manager of statio relations and timebuying department of Youn & Rubicam, is overall chairman of the R& committee. Subcommittees are:

Research—Henry Clochessy, Compton Adv.; Go don Mills, Kudner Agency; Harlow Roberts, Goo kind, Joyce & Morgan.

BMB—Linnea Nelson, J. Walter Thompson C Harlow Roberts, GJ&M; Barton A. Stebbins, Bart A. Stebbins Agency, Los Angeles.

Standard Contract for Television Time and Faci ties—Jan Gilbert, Harold Cabot & Co.; George Ke Benton & Bowles; R. C. Simmons, Meldrum & Fe smith.

Standard Television Rate Card—Katherine Hard Ralph H. Jones and C. Taylor Urguhart, W. Ea Bothwell, Inc.

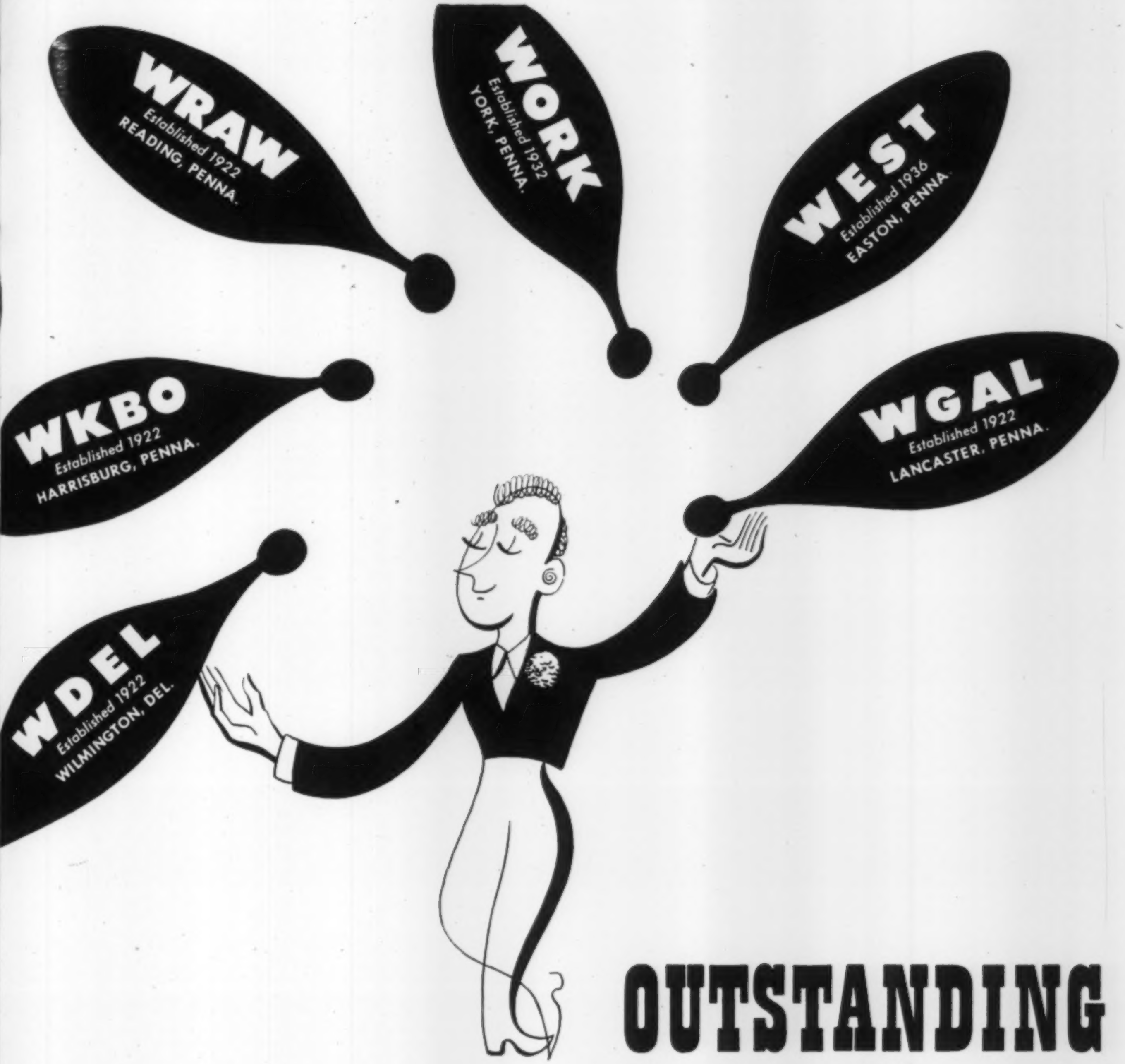
Suggestions for advancement of radio advertis and standards of practice for agencies with broa casters — Elizabeth Black, Joseph Katz Agenc Frank Silvernail, BBDO; Winslow Case, Campbe Ewald.

McMURRAY TO HOOPER

MAURICE McMURRAY, former head KMBC-TV Kansas City television sales, a pointed head of subscriber relations on telev sion reports for C. E. Hooper Inc., New Yor He formerly was WHO Des Moines sales pr motion manager.

SIGN FOR NIELSEN SERVICE

MILES LABS., Elkhart, Ind., and Wade A Agency, Chicago, sign three-year minim contracts for A. C. Nielsen Co.'s new natio radio index. Optional features include n network service, station area reports. Al optional with Miles is consumer index servi


WRAW
Established 1922
READING, PENNA.
WORK
Established 1932
YORK, PENNA.
WEST
Established 1936
EASTON, PENNA.
WKBO
Established 1922
HARRISBURG, PENNA.
WGAL
Established 1922
LANCASTER, PENNA.
WDEL
Established 1922
WILMINGTON, DEL.

OUTSTANDING

in producing results

Six aggressive stations which deliver you top returns on every advertising dollar through consistent listener-interest. This selling effectiveness is built and held through foremost NBC Network Shows, good showmanship on local programming and outstanding public service. Backing this is the full cooperation and collective know-how of the personnel of these six stations. Many national advertisers are cashing in on their sales-producing abilities. Write for information.

STEINMAN
STATIONS
NBC
AFFILIATES

Clair R. McCollough
Managing Director

Represented by **ROBERT MEEKER ASSOCIATES**

CHICAGO SAN FRANCISCO NEW YORK LOS ANGELES

A TIME BUYER'S DREAM...

GREATER AUDIENCE
GREATER COVERAGE
LOWER COST
NNNNNNN
TIME BUYER
KNOXVILLE

In Knoxville, on WROL, NBC for East Tennessee, you get . . . greater coverage, greater audience at lower cost. Your Blair or Cummings Representative can give you complete details and availabilities.

John Blair & Company,
National Rep.

Harry Cummings,
Jacksonville, Fla.
Southeastern Rep.

WROL

620
KILOCYCLES
5,000
WATTS

NBC FOR EAST TENNESSEE

WROL-FM 76,000 WATTS, 97.3 MG, CHANNEL 247
East Tennessee's Most Powerful Station

Agencies

COURTLAND P. DIXON, account executive for Buchanan & Co., New Yo elected vice president in charge of creative management and member board of directors. He has been with agency since 1939.

EARL E. SPROUL joins Mitchell-Faust Adv., Chicago, in charge of ne business department. He formerly operated his own agency in that city.

MARGE KERR, account buyer for N. W. Ayer & Son, New York, also appoint production supervisor of daytime radio for agency. She will supervise ne five-weekly Dorothy Dix program on ABC sponsored by National Dairy Pro ucts, New York, effective Jan. 3.

JOHN A. MULLEN, former director of radio copy with Doherty, Clifford Shenfield, New York, joins creative staff of Sullivan, Stauffer, Colwell Bayles, New York, as supervisor and coordinator of rad and television copy.

Mr. Mullen

DAVID HORWICH, formerly in motion picture work Hollywood, appointed vice president in charge of crea tive and television activities, Raymond Spector Co., Ne York.

JAQUA Adv. Co., Grand Rapids, Mich., elected to mem bership in Affiliated Adv. Agencies Network.

HARRY CARTER, chairman of the board, Lester Wolff Adv., New York, takes over direction of all ra and television activities of agency.

BILL FUSTON, formerly with Kahn's Department Store, Oakland, Calif., jo Jewell Adv., same city, as production manager.

RILEY BROWN, copy writer at Gray & Rogers Agency, Philadelphia, appoin copy chief in the radio department.

LOISE MARK, former executive vice president of Mark, Mautner & Berm Milwaukee, announces opening of her own agency, Loise Mark & Assoc., Century Bldg., Milwaukee.

ALAN RANDALL, former assistant director of advertising and merchandisi Best Foods Inc., New York, joins J. Walter Thompson Co., Chicago office, service representative. **BILL LOARIE**, who also joins agency in that capacity, was formerly with Sears, Roebuck & Co. and Montgomery, Ward & Co., both Chicago.

Mr. Randall

Mr. Loarie

FRANK GROSJEAN, formerly with WJW Cleveland, joins Decker Adv., Canton, Ohio, radio copy department. **GEORGE STARR** joins agency's sales staff.

JEROME GOULD, MANNING LAWRENCE and **EDWARD SCHARR** announce opening of advertising agency, Gould-Lawrence-Scharr, 3757 Wilsh Blvd., Los Angeles.

COMPTON Adv., New York, signs two-year agency agreement for Natio Nielsen Radio Index service issued by A. C. Nielsen Co., Chicago.

ROBINS, NEWTON & CHAPMAN opens public relations and advertising off at 1213 N. Highland Ave., Hollywood. Co-partners are **JEROME ROBIN** formerly with Madison Adv. and Booker-Cooper, both Los Angeles; **RICHAR NEWTON**, former vice president with J. Walter Thompson Co., Los Angele **R. J. CHAPMAN**, formerly in motion picture publicity.

MARCIA HACKERT, formerly secretary on CBS *G. E. House Party* for You & Rubicam, Hollywood, transfers to agency's radio commercial departme **RUTH BAKER** replaces her on *House Party*.

WILSON-ANDREWS Adv. opens offices at 407 Commercial Center St., Beve Hills, Calif. Principals are **ARTHUR L. WILSON** and **PAUL ANDREW** Phone is Bradshaw 2-4612.

MAX McCLELLAN, who formerly had his own Santa Monica, Calif., age joins Hugo Scheibner Inc., Los Angeles, as creative and mechanical depa ment head.

DON KEMPER Co., Dayton, Ohio, elected to membership in AAAA.

WJW
IMPORTANT !!!

LASS OF SERVICE DESIRED	
OMESTIC	CABLE
EGRAM	ORDINARY
LETTER	URGENT RATE
RIAL	DEFERRED
GHT LETTER	NIGHT LETTER

rons should check class of service ired; otherwise the message will be transmitted as a telegram or ordinary cablegram.

1207

WESTERN UNION

JOSEPH L. EGAN
PRESIDENT

$ CHECK
$ ACCOUNTING INFORMATIO
F TIME FILED

end the following telegram, subject to the terms on back hereof, which are hereby agreed to

ADVERTISERS, UNLIMITED.
ANYWHERE, U.S.A.

HERE'S GOOD NEWS — STOP — WJW'S STANDARD NETWORK — FAMOUS FOR BROAD COVERAGE THROUGHOUT NORTHERN AND CENTRAL OHIO DURING CLEVELAND INDIAN BASEBALL BROADCASTS — NOW A PERMANENT ENTITY — STOP — WITH WJW AS ORIGINATING STATION THIS FIFTEEN STATION NETWORK OFFERS ADVERTISERS AN OUTSTANDING OPPORTUNITY TO REACH NORTHERN AND CENTRAL OHIO MARKET OF OVER 5 MILLION RADIO LISTENERS — STOP — STANDARD NETWORK OPEN TO ADVERTISERS FOR SPOT OR PROGRAM TIME — STOP — FOR DETAILS — WRITE WJW — CLEVELAND FIFTEEN, OHIO.

WJW — CLEVELAND'S CHIEF STATION

BILL O'NEIL, *President*

WJW

CLEVELAND

BASIC
ABC Network

850 KC
5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Ears IN FLINT ARE ALMOST ALL ALIKE–

–tuned to WFDF*!

- Flint, Michigan—as wise sales strategists know is a bountiful, $200,000,000 annual retail market.

How to reach it? Local merchants can tell you. They prefer WFDF because they know the ears of Flint are with us.

They know WFDF tops all local stations AND all outside stations, at all measured times of the broadcast day, in the Flint City zone.

WFDF's leadership might be because it's the oldest station in Flint . . . or because its outstanding newscasts have made history . . . or because WFDF never relaxes its merchandising activities and personal calls. Whatever the reason(s), the morning, afternoon and nighttime ears of Flint are with us—Mr. Hooper says so! And that's good news for *you*, and for us!

***The Hooper Summer Listening Index gives all Three Firsts to WFDF!**

910 Kilocycles

WFDF FLINT MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

BROADCASTING TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg.
Washington 4, D. C. Telephone: ME 1022

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First issue of the month: Comparative Network Program Sponsors Schedule

Second issue: Network Boxscore; Public Interest

Third issue: Trends Survey

Last issue: Telecasting Showsheet

Every issue: Milestones

At Washington Headquarters

SOL TAISHOFF
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417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

THE INVISIBLE SALESMAN

—reaching the homes in 24 markets from Yankee home-town stations

WNAC—Boston, Mass.
WFAU—Augusta, Me.
WJOR—Bangor, Me.
WICC—Bridgeport, Ct.
WTSV—Claremont, N. H.
WKXL—Concord, N. H.
WSAR—Fall River, Mass.
WEIM—Fitchburg-Leominster, Mass.

WHAI—Greenfield, Mass.
WONS—Hartford, Ct.
WHYN—Holyoke, Mass.
WLNH—Laconia, N. H.
WCOU—Lewiston-Auburn, Me.
WLLH—Lowell-Lawrence, Mass.
WKBR—Manchester, N. H.
WNLC—New London, Ct.

WBRK—Pittsfield, Mass.
WMTW—Portland, Me.
WHEB—Portsmouth-Dover, N. H.
WEAN—Providence, R. I.
WSYB—Rutland, Vt.
WWCO—Waterbury, Ct.
WDEV—Waterbury, Vt.
WAAB—Worcester, Mass.

Twenty-four invisible men — 24 house-to-house salesmen who always find the doors open to them in homes all over New England.

In New England, you can make a good market a better one, give dealers more incentive to co-operation by using local Yankee stations. These invisible salesmen put more sock — more intense local selling into each market.

Select your local Yankee stations to fit your needs — any station or any group, or — for all-inclusive coverage — the whole 24-station Yankee Network.

"This is The Yankee Network"

Member Mutual Broadcasting System

BEANS... with a WSM
WSM
CIGARETTES
WSM
CIGARETTES
WSM
BEANS
COLD DRINKS 5¢
WSM
COLA
5¢
RM ENDORSED
APPROVED
O.K.
WSM
CEREAL
WSM
PAINT
WSM
PAINT
WSM
WSM
WSM
LOTION
WSM
WSM
WSM

"APPROVED, WSM"!

THE borderline between competitive items is often mighty slim. But not WSM promoted goods. They carry a strong stamp of approval. You can't see it, but you can sure feel it in sales. Because the WSM audience believes in WSM, hence in what is WSM-advertised.

Since 1925, WSM has carefully and painstakingly built this acceptance.

It has grown into a power of far more importance to advertisers than our 50,000 watts, our clear channel or our audience of millions.

EVERY WSM
COMMERCIAL
IS BACKED BY
23 YEARS OF
CONFIDENCE

HARRY STONE, Gen. Mgr., IRVING WAUGH, Commercial Mgr. • EDWARD PETRY & CO., Nat'l Representatives
50,000 WATTS • CLEAR CHANNEL • 650 KILOCYCLES • NBC AFFILIATE

WSM
NASHVILLE

Don't try to
'spot' Pittsburgh
with WFLA

but...

when you want to hammer home sales in the prosperous Tampa-St. Petersburg area, WFLA is by far your best "on the spot" buy . . . WFLA has earned top Hoopers month after month, in the Tampa-St. Petersburg market—morning, afternoon and night! WFLA reaches nearly 200,000 radio families in 39 Florida counties. For more listeners in Florida's most heavily populated trade area, get the double-barreled impact of WFLA and WFLAfm!

WFLA NBC AFFILIATE
WFLA-FM
The Tampa Tribune Stations

National Representative
JOHN BLAIR & CO.
Southeastern Representative
HARRY E. CUMMINGS
Jacksonville, Fla.
TAMPA

Feature of the Week

AT LONG LAST a "skyhook" has been found. In fact, it's been used as an impromptu radio tower to ascertain—with little cost—whether a loftier antenna would eliminate signal distortion.

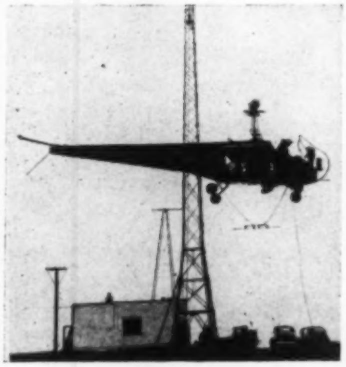
The corner-cutting technique is a blend of standard radio engineering practices and helicopter operations.

Officials of the W. H. Greenhow Co., licensee of WWHG (FM) Hornell, N. Y., introduced the innovation in cooperation with the Helicopter Aircraft Service, Syracuse, N. Y.

Station officials had been trying in vain to eliminate signal distortion in some of the station's primary area. Consulting engineers had prescribed a 400-foot antenna, instead of WWHG's 200 foot one, as a possible remedy.

Before incurring the expense, however, they decided to call in Edward S. Robinson, president of the helicopter service firm. It was then they decided on preliminary experiments with "airborne transmissions."

A small antenna and one end of a coaxial cable were attached to the fuselage of "Bugbeater," the firm's helicopter. The opposite end of the 500 foot cable was plugged into the station's regular transmitter.



The helicopter with Mr. Robinson at the controls lifts the airborne antenna skyward for distortion tests.

With Mr. Robinson at the con-

(Continued on page 44)

On All Accounts

IF Courtland Ferguson were to admit seeing spots before his eyes, the confession would be literally true. The president of Courtland D. Ferguson Inc. has enjoyed the distinctive reputation of pioneering spots in the Washington agency field since 1932.

Actually he was selling the idea "on foot" as early as 1928, before networks and stations even accorded them radio recognition.

The agency has quadrupled its billings since 1936. Today he handles a host of spot accounts, some of them notable success stories in their own right. Add to that his flair for infectious slogans and you explain part of his unusual success.

The agency's current list of spot accounts includes — to name a few—Smith's Transfer & Storage Co., John H. Dulany (frozen foods), L. S. Briggs Inc. (meat products), Little Tavern Shops, James J. Gill Co. (coffee), High's Ice Cream Co., Schindler Peanut Products, Lincoln Warehouse Corp., Mann Co. (potato chips), Smith-Douglass Co. (fertilizer).

Probably Courtland's two greatest successes are Smith's Storage and High's Ice Cream. The former has increased by five times its billings, most of which went back in radio. High's has branched out from 18 to 70 stores.

COURTLAND

Ferguson-inspired spot slogans are well known in Washington. For Smith's, Courtland devised the famous "Don't make a move without calling Smith's"; for High's, it was "Dont look now but there's a High store near you."

Courtland was born in 1900 in Morris, Ill. He was graduated from Northwestern U.'s School of Journalism in 1922.

He joined the old Chicago *Herald-Examiner* and later McCormick's *Tribune*, on which he was sports editor.

Then the colorful Chautauqua Circuit caught his eye. He joined as tent man, then was boosted to advance man and platform supervisor, touring the southern and middlewestern states.

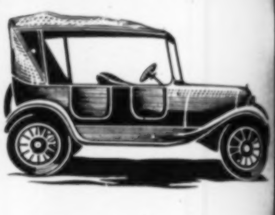
Courtland entered radio in 1928 as an announcer for WSPD Toledo. His idea from the outset was to combine selling time and announcing, one which he soon realized. He joined WGAY Cleveland as a morning disc jockey and pounded the pavement to sell time.

He started his own show on WKBW Buffalo to which he had shifted. Courtland sold the partici-

(Continued on page 44)

Remember th
story about..

the horseless buggy



that grew into...

the streamlined car?

That's just like the growth of WWDC in the rich Washington market. It started out small . . . and grew . . . and grew into a fast-acting streamlined force for profitable sales. If you want power and drive behind your radio advertising in Washington, your best buy is WWDC and WWDC-FM. Get the full story from your Forjoe man today.

WWDC
AM-FM—The D. C. Independe

Represented Nationally by
FORJOE & COMPAN

$134,000,000 RIBBON

As you read this, a 100-mile ribbon of concrete is starting to stretch across eastern Pennsylvania.

It's the eastern extension of the famous Pennsylvania Turnpike. Completion is scheduled for 1950. Cost, financed by the largest revenue bond issue in American history, will be $134,000,000. And the completed Turnpike will be unique among the world's highways: more than 250 miles without an intersection or even a steep grade.

As you travel eastward, the Turnpike leads to one of America's greatest market areas . . Philadelphia.

In this area live 6,609,000 people. Their retail purchases total $5,244,859,000. They build more locomotives, they make more radio and television sets, they freeze more ice cream than the people in any other single region. And they buy more of the world's goods than the entire populations of half a dozen states put together.

But the Turnpike isn't the only pathway that reaches the Philadelphia market-area.

The radio waves of Station KYW bring information and entertainment to millions of listeners, and carry advertisers' messages to customers throughout this 3-state region.

To make the right impression in this market, you'll want *your* message on 50,000-watt KYW. You'll be in excellent company. KYW carries the top-ranking programs of the NBC Parade of Stars . . plus the most-listened-to shows of local advertisers. This station's unusually wide experience in program-building keeps attracting listeners, and stimulating *sales*, for sponsors both old and new. And many of the "old" sponsors have used KYW regularly since the earliest days of broadcasting.

KYW . . like KDKA, WBZ, WBZA, WOWO, KEX, and WBZ-TV . . is owned and operated by Westinghouse Radio Stations Inc. National representatives, NBC Spot Sales, except for KEX; for KEX, Free & Peters.

Westinghouse Radio Stations Inc

Photo Courtesy The Caterpillar Tractor Co.

FACTS ABOUT THE UTAH MARKET

UTAH FAMILIES BUY

$9,250,417.00

WORTH OF FOOD *Every Month*

Customers took $111,005,000 worth of food from Utah grocers' shelves last year — an average of $9,250,417 a month. This year to date the sales are better than that . . . and the prospects for 1949 are excellent, due to Utah's continuing growth.

This is highly selective buying. *Is your brand high on women's preference lists?* It *can* be. You can tell your story to Utah people, as other smart advertisers are doing, over KDYL — Utah's *popular* station — and over television on KDYL - W6XIS. Here's *double* opportunity for you!

KDYL
UTAH'S NBC STATION
AM-FM-TELEVISION

National Representative John Blair & Co.

New Business

POST CEREAL DIVISION of General Foods, New York (Grape Nuts Flakes to sponsor half-hour recorded show, *Professor Quiz*, on about 25 stations i the west-central and south-eastern states beginning Jan. 19. Agency: Young & Rubicam, New York.

CALIFORNIA LIMA BEAN GROWERS ASSN., Oxnard (Seaside, Westside Limas), planning extensive 1949 advertising campaign, including radio throug Mogge Privett Inc., Los Angeles. Radio plans include participations o Hollywood *Housewives Protective League*.

JOHN R. MARPLE & Co., New Rochelle, N. Y. (Betty Gaylord Cream Pie Mix appoints Buchanan & Co., New York, to handle advertising. Radio will be used.

GENERAL APPLIANCE Co., Oakland, Calif., appoints Ad Fried Adv., same city, to handle advertising. Company to sponsor *Music Hall*, seven days a week on KSFO San Francisco, and plans sponsorship of TV show to start sometime in December.

SKIN TESTED DRUG PRODUCTS Co. (Cyl-Dent toothpaste) and Brown & Williamson Tobacco Corp. (Kool Cigarettes), both New York, to sponsor WJZ-TV New York, telecasts of New York Knickerbockers' (pro basketball) home games. Agencies: Jasper, Lynch & Fishel, for drug firm; Ted Bates Inc. for B & W, both agencies New York.

IRVINDALE FARMS, Atlanta, Ga. (dairy), sponsoring *Stars From Milky Wa* 8 a.m.-12 noon, each Sunday, on WQXI Atlanta. Program features musica varieties.

LEWIS-HOWE Co., Windsor, Ont. (Nature's Remedy and Tums), starts transcribed comedy show *Anything for Laffs* thrice weekly on 11 Canadian station and *Your Hymn for the Day* thrice weekly on 16 Canadian stations, as well a spot announcements daily on nine French-language stations. Agency: Gra Adv. of Canada, Toronto.

HARVARD BREWING Co., Lowell, Mass., appoints John C. Dowd Inc., Bosto to handle advertising. Radio will be used.

SUNWAY VITAMINS, Chicago (Vitamin B), Nov. 14 started seven weekly sp campaign on KFVD Los Angeles. Contract for 52 weeks. Firm plannin further campaigns on other western stations. Agency: Dick Donald Adv. Los Angeles.

EASTERN BAKERIES, St. John, N. B., started *Hop-A-Long Cassidy* weekl on seven stations in the three Atlantic Coast provinces. Account was place direct.

CVA CORP., San Francisco (LaBoheme wines), appoints J. J. Weiner Adv same city, to handle all trade and consumer advertising commencing January

WBKB (TV) Chicago announces sale of *Knickerbocker Show* to Grayleigh Spor Wear for 13 weeks through Sil Davis Productions, and Ernie Simon's *Daf Derby* to Jay's Potato Chips through Kaufman & Assoc. Midget boxin on Tuesday evenings extended five minutes from 8:15 to 8:30 p.m. CST f Reed's Paloops candy through Reincke, Meyer & Finn, Chicago.

COLSTONE FOODS, Boston, sponsoring *Evergood Quiz Show*, 3:45-4 p.m., Tuesday, Wednesday and Thursday on WCOP and WCOP-FM Boston, for i Evergood Stores throughout Greater Boston. This is Colstone's first rad venture.

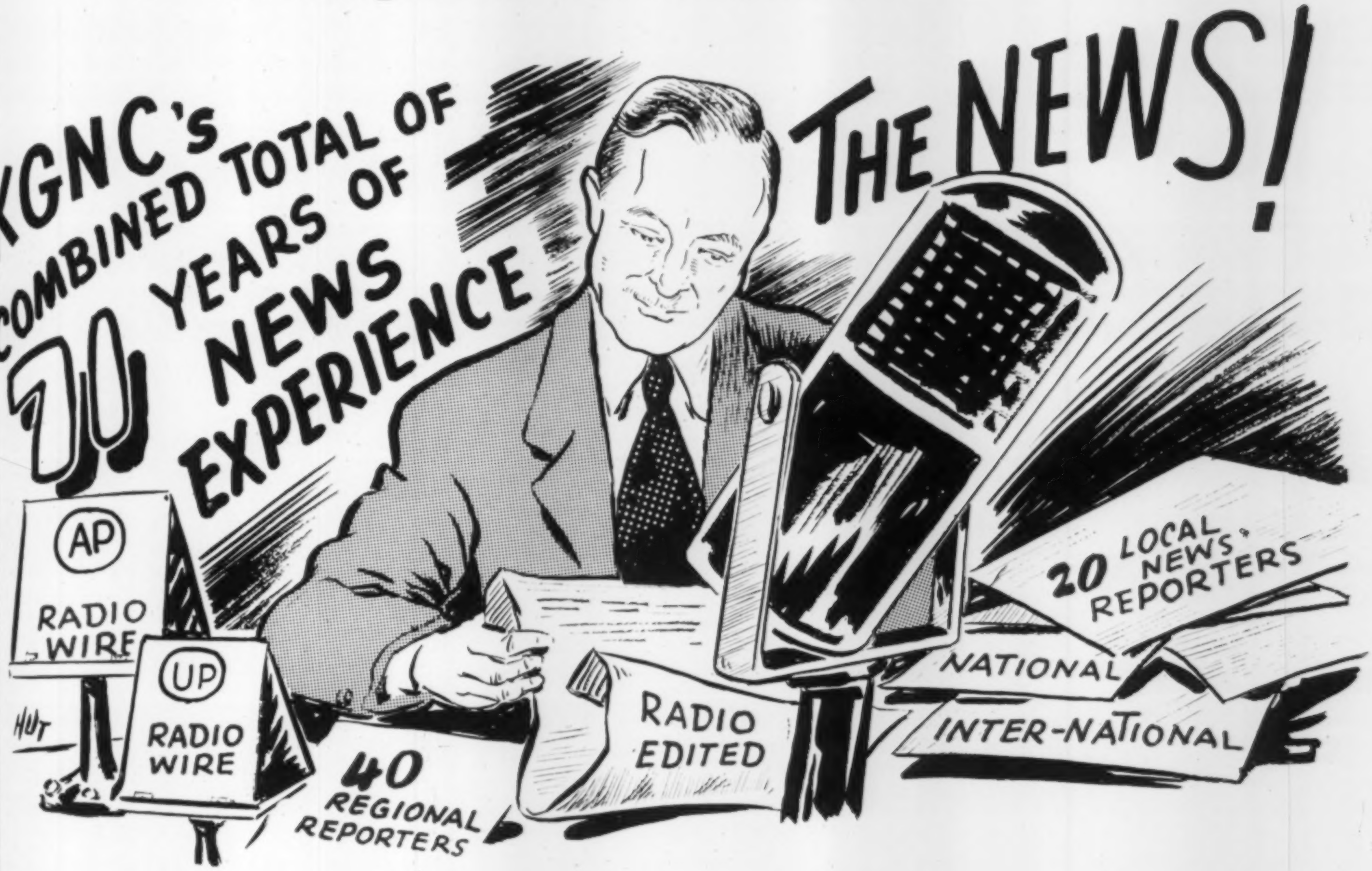
LEVER BROS., Toronto (Surf), starts spot announcements and chain brea on number of Canadian stations. Agency: Day, Duke & Tarleton, New Yor

GRAND CENTRAL MARKET, Los Angeles (Week's Poultry Shop), Decemb 10 starting two week pre-Christmas spot campaign on five Los Angeles ar stations. Spots to run six days weekly on KMPC KFWB KGFJ KRKD L Angeles; KIEV Glendale. Market ran similar pre-Thanksgiving campaign same stations. Agency: Mayers Co., Los Angeles.

Adpeople • • •

REG LOWANDER, sales promotion manager of Squirt Co., Beverly Hi Calif. (carbonated beverages), appointed advertising and sales promoti manager.

Things that make KGNC the *Tuned-in* station throughout the fabulous Panhandle...


KGNC's COMBINED TOTAL OF
71 YEARS OF NEWS EXPERIENCE
THE NEWS!
AP RADIO WIRE
UP RADIO WIRE
HUT
40 REGIONAL REPORTERS
RADIO EDITED
20 LOCAL NEWS REPORTERS
NATIONAL
INTER-NATIONAL

Listeners throughout the five-state area served by KGNC have long since learned that ALL THE NEWS, first and complete, is on KGNC! And that's because KGNC is . . .

The ONLY station in this area whose newscasts are written, edited, and delivered by newsmen . . . not announcers who tear a fifteen-minute summary off a news machine five minutes before they go on the air!

The ONLY station whose newsroom is not even in the radio building, but in the editorial room of the Amarillo NEWS-GLOBE with which it is affiliated!

The ONLY station with both AP and UP radio wire, and KGNC has instantaneous access to all local and regional news covered by the 60 reporters of the area's two leading newspapers!

The ONLY station that has a special crew covering local and regional news with a wire recorder—making it possible for our listeners to hear the news from where it happens!

The ONLY station that CAN and DOES offer complete local and regional coverage as well as national and international!

Headed by Wes Izzard, dean of KGNC and Panhandle newscasters and a pioneer in radio news, KGNC's news staff represents a combined total of 71 years of news experience . . . and that means ACCURATE, UP-TO-THE-MINUTE, COMPLETE coverage!

This complete news coverage is just another public service feature that makes KGNC the "tuned-in" station throughout the fabulous Panhandle!

KGNC

710 KC. AMARILLO, TEXAS 10,000 WATTS

Represented by TAYLOR-BORROFF and Co., Inc. ● MEMBER OF THE LONE STAR CHAIN

Telestatus

(REPORT 34)

News Directors Advised on TV

NARND's booket, *Getting Ready for Television*, combines local and network background, written by seven of the top men in the field of video news. It was distributed to members of the association at their convention in St. Louis [see story this issue] and formed the basis for panel discussions of TV news. Jack Krueger, chairman of NARND's television committee and news director of WTMJ-TV Milwaukee, compiled *Getting Ready for Television* and it was edited by John Hogan, association president.

AS A RADIO newsman, "what can I do to get ready for television?"

In an attempt to answer this question for its members, the television committee of the National Assn. of Radio News Directors has prepared a booklet *Getting Ready for Television.*

Although the contributors differ on their likes and dislikes in video news reporting, they do agree on several points:

● A person with radio news experience is better off in TV news than a person with no experience. Wire or tape recorded interviews are a good background for TV news experience.

● News programs depend on the director, who should be a newsman, and they take a balanced combination of eye and ear appeal.

News Before the Eye

James Lawrence, news director at KSD-TV St. Louis, warns in the booklet that the first thing to learn in TV news is just how dull it can be. "If a newscaster simply reads script before a camera, he can be very dull indeed." The basic problem is to put the news itself before the eye.

Although nobody has the ultimate answer of how to do this, Mr. Lawrence points out that TV news has developed in three forms: On-the-spot pickups, picture-casts and newsreels.

Naturally spot news is ideal, but pickups are difficult. Unless an event can be planned for telecasting, such as a speech, the spot news event may be over before a remote crew can set-up. A source of power and transmission interference also present problems for unscheduled, on-the-spot news coverage.

"Granting that the staff is capable," Mr. Lawrence feels that "the success of a news program depends on the director." This director should be "a newsman with a visual news sense."

Mr. Allen

Mr. Lawrence

Although the still picture-cast is the basic offering of local video newscasts, "the trouble with still pictures is simply that they are still." To help this situation, Mr. Lawrence suggests changing pictures rapidly and if possible "pan the camera across the photograph to give the illusion of motion."

Spencer M. Allen, director of the newsreel department for WGN-TV Chicago, covers the use of various types of prepared television news material in addition to preparing local newsreels.

Appraisal of Film

From the newsreel angle, Mr. Allen says: "Today's radio editor has to learn the movie business... He must learn to appraise news in terms of picture value as well as audio script.

"And he must no longer turn up his nose at feature material...For even in cities like New York and Chicago there is not enough spot news that happens when your cameramen are around to fill up a 10 or 15 minute reel. The news editor must develop a new method of writing. In the newsreel, the script is dependent on the footage. . . . You must also make your script fit the action from a synchronization standpoint."

Mr. Allen also feels that production of daily wire recorded shows is helpful since the news editor will have the mechanics of local coverage set-up. "Many of the stories he has covered by wire or tape make good pictures."

The use of sound cameras extends and enlivens the range of a TV newsreel operation, but Mr. Allen says it also complicates it, "particularly where the double-system type of sound pickup is used. It takes expert cutting, matching and editing, plus one or two printing and developing operations, in order to come up with a complete sound and sight story.

"Such an operation is time consuming, and you will not have your story on the TV screen within a couple of hours, as you would with silent film—or single system sound.

Single System

"By use of the single system, sound is recorded simultaneously on the same film the picture is on. The sound track is developed at the same time the picture is, and is automatically in sync.

"However, the single system has its drawbacks. In the first place, it's audio quality is not the best—although for speech frequencies it is passable. Secondly, it is difficult to edit. For that reason, when a sequence is shot on a single system sound camera, it must be a planned production. You must intend to use that particular sequence on the air as a shot. Your mistakes, your high or low spots cannot be edited out smoothly as in silent or double-system takes."

Despite all that, Mr. Allen feels that "TV is still radio. Regard your television news as radio news with sight added. And do not let the general excellence of radio news copy be overpowered or weakened by the impact of news pictures."

Despite the expenses involved and the headaches connected with the establishment of a video newsroom, Jack E. Krueger, news editor at WTMJ-TV Milwaukee, sounds a note of hope. Speaking of the new stations, he said: "Most of them will be free of competition and thus will not have to 'ape' the newsreels in the coverage of local events."

For these new stations, Mr. Krueger suggests they develop their presentation of news in several easy steps.

First is the announcer reading prepared copy and using some props such as maps and graphs. Interviews with news personalities will help.

News Service Pictures

Next step is the use of news pictures from one of the picture services. At WTMJ-TV Mr. Krueger said they "buy the use of all pictures of one service, wirephoto, mail and those in *The Milwaukee Journal* morgue" and then write their own running commentary.

The still picture service will provide coverage of national and international events, but to cover local news it will be necessary for the station to have at least one still photographer.

Although these pictures do lack motion, a criticism expressed by other TV news editors, "the still pictures have one great value not yet attained by any other medium —timeliness."

As a supplement to stills and live broadcasts of pre-planned news events, Mr. Krueger suggests the addition of at least one daily newsreel service.

After the introduction of newsreels the last step is the presentation of moving pictures of spot news, features and documentaries.

"This involves, in the beginning, the hiring of a cameraman and the purchase of the necessary equipment for one man operations.

"At the outset you will have a commercial company develop the film, but eventually, as your operations grow in size, you will install a developing machine. This device will narrow the gap from the two or three days it takes you to get your film back from the commercial company to the several hours in which you can not only develop the film, but edit and splice it, prepare the commentary and put it on the air.

"From this stage you can go on and on, increasing the size of your staffs and enlarging your service as governed by your peculiar local situation and newsroom budget."

Turning to network operations, Adolph J. Schneider, director of television news and special events for NBC, said: "News operations around our shop are developing on the basis of our radio premise: the network must supply coverage and programs which individual stations are unable to supply."

The extensive use of mobile units is praised and "in the mad scramble to get mobile unit shows on the air in sufficient number, directors and cameramen have developed techniques that will be invaluable in days to come. In local station operations, get yourself a young, rugged crew and train them to be camera reporters.

Radio Easy in Comparison

"Don't be too upset at the amount of gear, number of men, facilities, tests and headaches involved in any single pickup. Radio was easy compared to this."

In essence, Mr. Schneider said, the NBC plan is this: "Provide newsreel coverage worldwide. Give live coverage to major events. Build news reporters within the framework of a news show, in which the reporter's personality will carry the impact *until* the other methods of coverage get to work."

Mr. Schneider

Mr. Chester

At CBS, Edmund Chester, director of news, special events and sports for the CBS-TV network, states: "It's not so much a matter of *getting* ready for television. It's more a matter of *staying* ready."

". . . And the only way to get ready and stay ready is to experi-

(Continued on page 41)

ATLANTA LIKES TELEVISION . . . .

WSB-TV Launched "T-Day" in Atlanta September 29---A new concept of entertainment was introduced---new doors of enjoyment were opened to the South!

Television has "Arrived" in Atlanta . . . .

Living rooms are filled daily---sidewalks outside dealers' windows are crowded---hundreds of phone calls---a weekly schedule mailing now nearing 2,000---set sales still booming---

Folks in the Atlanta market say

"T-V IS OKAY"

THE ATLANTA JOURNAL STATION

WSB-TV

ON PEACHTREE STREET

represented nationally by
EDWARD PETRY

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

'Importance of Radio'

EDITOR, BROADCASTING:

While the credit for anything that I was able to do while in the Department of the Army goes to my efficient staff, it is nevertheless a pleasure to me to be the symbol of the tribute paid by your most excellent publication.

There is a tendency in military circles to overlook the value and importance of radio as a means of meeting the public. I hope that during the two and a half years I was in the Public Information Division of the Department of the Army that some headway was made toward educating not only our public information officers, but the high command, to the realization that radio reaches a group that the printed word can never reach. Further, that it is a group that vitally affects public opinion.

In radio the Army will find a channel closely linking the people with the Army, both locally and nationally, and I hope that both the Army and the industry will utilize this link to the utmost. The Army belongs to the people and the more intimately the people are acquainted with the Army and its work the better it will be for both the Army and the country.

F. L. Parks
Major General, USA
Deputy Commander
Headquarters, U. S. Army, Pacific
APO 958
% Postmaster, San Francisco

WDOD 'Gallups' Ahead

EDITOR, BROADCASTING:

On page 46 of the Nov. 8 issue of your excellent journal, I came across the statement ". . . It (radio) conducted no straw votes . . .," which statement was contained in an editorial titled, "Pollsters (Archaic)?".

Aha! Mr. Taishoff, you don't read mail from your contributors closely enough!

Radio, as an industry, probably conducted no straw votes, but WDOD Chattanooga, 5,000 w CBS affiliate, did! Every day, Monday through Friday, from Oct. 4, 1948 through Oct. 29, 1948, Bob Bosworth of our announcing staff interviewed anonymous individuals for 15 minutes via tape recording. Each person interviewed was asked for whom he was going to vote and why.

The tape was played back over the air at 5:45 p.m. The program was originated in various public gathering-places, such as, bus stations, restaurants, factory cafeterias, etc., but interviewees were never asked to reveal their identity in any way.

WDOD *did* hitch a disclaimer to each end of the broadcast, so that nobody could construe the results as conclusive, but that didn't keep us from smiling a bit when the returns from the actual election were known. Our poll was probably the only one in the country that predicted that Truman would win by a considerable plurality!

Gene A. Carr
Program Director
WDOD Chattanooga, Tenn.

Typical College Station

EDITOR, BROADCASTING:

During the last few months we at WSRN have noticed that BROADCASTING and other non-trade journals have devoted an increasing amount of space to the field of college broadcasting. In the past you have mentioned the station at Temple U.; in the current issue we note references to the stations at the U. of Oklahoma and Syracuse U.

We would very much like to point out to you that these stations are by no means typical of college broadcasting activity. . . .

Most college stations are operated and managed entirely by students, financed by student funds, or by payments for commercial activities, or by an allotment from the student activities budget, or a combination of all three. WSRN here at Swarthmore is an excellent example of such a station. Operating on carrier current, its equipment is entirely student built, with obvious exceptions such as turntables, etc. Our speech input and recording equipment meet FM standards, and our overall frequency response from microphone input to transmitter output is plus or minus 2vu from 50 to 8000 cycles, with a total inter-modulation distortion of 5%.

The college itself benefits by publicity received through our close work and cooperation with the local stations. Last year, WPWA Chester, Pa., received from us transcribed and edited programs of important events otherwise unavailable to them, in addition to a regular bi-weekly transcribed series produced in our own studios. This year we are continuing this series over WVCH in Chester, in addition to broadcasting all athletic events, both at home and away over WVCH with our own staff and equipment.

In addition, we receive many re-

(Continued on page 59)

Know how they do it in Monroe?

SOME places the men folk read books and go to operas. Other places they wear T-shirts and attend fights.—It all depends upon the place and people, but one thing sure—when it comes to radio listening, KMLB is the TUNED-IN station in these parts. Just try KMLB and see for yourself.

MONROE •
LOUISIANA

KMLB
MONROE, LOUISIANA
★ TAYLOR-BORROFF & CO., Inc.
National Representatives
★ AMERICAN BROADCASTING CO.
5000 Watts Day • 1000 Watts Night

HAS MORE LISTENERS IN NORTHEASTERN LOUISIANA THAN ALL OTHER STATIONS COMBINED

RADIO
IN SERVICE OF HOME AND NATION

Symbol

OF AMERICA'S FREEDOMS

Free Speech Mike

50,000 WATTS — **WJR** — DETROIT

50,000 WATTS — **WGAR** — CLEVELAND

50,000 WATTS (DAYS) — **KMPC** — LOS ANGELES

THE GOODWILL STATIONS

G. A. RICHARDS
Chairman of the Board

FRANK E. MULLEN
President

HARRY WISMER
Ass't to the President

IT'S EASY, IF YOU KNOW HOW!

Skipping the obvious puns about "bull", we'd just like to say that running a big-time radio station in the deep South requires some pretty fancy stepping which *only experience can teach.*

KWKH *has* experience. For 23 years we've been working to take the guesswork *out* of programming—to put Know-How in! We know about Dixie devotion to tradition, and we know the progressive outlook, *too.* . . . We know our listeners' social and economic picture. We know *what* they want to hear, and *when.*

What's the result? Well, of all the rated CBS stations in the country, Hooper ranks KWKH 10th in the morning, 9th in the evening. If you really want to boost sales in this prosperous, four-state area, write us for all the facts!

KWKH

SHREVEPORT

Texas
LOUISIANA
Arkansas
Mississippi

The Branham Company
Representatives

Henry Clay, General Manager

50,000 Watts · CBS ·

BROADCASTING
TELECASTING

Vol. 35, No. 21 WASHINGTON, D. C., NOVEMBER 22, 1948 $7.00 A YEAR—25c A COPY

NAB-BMB FACE LIFTING

Board Plans Code Adherence

By J. FRANK BEATTY

NAB and BMB will undergo face-lifting treatment to bring them in line with the industry's commercial and technical progress.

The NAB board of directors, in a three-day meeting concluded Thursday in Washington, took inventory of its internal and related operations. Special target of its critical gaze was BMB, subjected to personnel and operational scolding.

These developments came out of the board's sessions:

- An accidental industry vote on the board's code powers will be taken as result of a by-laws mixup.
- Five-man board committee will study the NAB operation and suggest changes. It's not a reorganization move, however.
- NAB-TBA merger plan was set aside pending this study.
- Fulltime FM Dept. will be operated during the interim, but proposed TV Dept. deferred.
- Two-day annual Management Conference was specified, with unaffiliated stations permitted to have a day of their own.
- Budget of $769,000 was approved for regular 1949 operations, with all special projects postponed.
- International broadcast situation aroused concern, with NAB promptly shipping its two delegates back to Mexico City conference.
- Committee will be named to interpret code and promote industry adherence.
- All-Radio Presentation will get in on the face-lifting process because of administrative factors.
- New Orleans picked as site for next board meeting, to be held in February.

Hottest portion of the board's essions centered around BMB. Individual board members cited rievances against BMB's methods, ts surveys and two of its officers. he personnel rebukes were softned Thursday afternoon following brisk Wednesday spanking.

Closer Control

The board instructed its reprentatives on the BMB governing oard to take steps "to bring about oser control and management of MB affairs, to the end that subcribers to the service will be beter served." Criticism was voiced f the BMB administrative format, ith several "inconsistencies" rawing fire.

Timebuyers, as well as some roadcasters, don't like some of the MB reports and methods, it was eclared.

★

The point was raised among some board members that BMB has used strong-arm methods at district meetings by presenting agency and advertiser speakers who even went so far as to name stations whose facilities aren't used because of failure to subscribe to BMB.

Immediate repercussions of the board's BMB rebuke were heard Friday afternoon at a meeting of BMB's executive committee in New York. G. Richard Shafto, newly elected to the BMB board by NAB's board, was named to sit as observer at the full BMB board meeting this afternoon (Monday) in New York and once again the subject will be hashed out.

While NAB means business in wanting BMB to get a face-lifting, the industry has only 7 out of 21 votes on the BMB board. Assn. of National Advertisers and American Assn. of Advertising Agencies divide the other 14 equally. Funds for the BMB project are put up by broadcasters.

NAB's board insisted on at least one change in BMB top personnel. A difficulty of BMB's organization is that the president and director of research operate on about a parallel level.

Timing Coincidence

The code situation is due to a coincidence in timing. The result will be an industry referendum on a petition submitted by Edward Breen, KVFD Fort Dodge, Ia., now a director representing small stations, proposing to change the by-laws so the board will no longer have the power to promulgate a code.

Mr. Breen submitted his petition, with some 295 member signatures, at the NAB board meeting in Los Angeles last May. Under NAB by-laws, the petition had to rest because it was not submitted at least 30 days prior to the May meeting. It has since cleared the board's by-laws committee and it came up for discussion last week.

A curious question arises: If the Breen amendment is adopted, will the Standards of Practice still exist?

No formal ruling is available, but suggestion was made that the code might remain in force even if the amendment were passed. This posi-

(Continued on page 74)

NAB BOARD members were guests at Washington Ad Club luncheon, with A. D. Willard Jr., NAB executive vice president, as speaker. Among those at head table were (l to r): Mr. Willard; Ben Strouse, WWDC Washington, club president; Justin Miller, NAB president; Hugh B. Terry, KLZ Denver; Calvin J. Smith, KFAC Los Angeles; Harry R. Spence, KXRO Aberdeen, Wash. (See other board photos page 75.)

TV BAND GRAB

Navy May Seek 'Upstairs'

By RUFUS CRATER

THE NAVY was reported unofficially last week to be seeking a major portion of television's "upstairs" band for military purposes. This move foreshadowed a development that would stir up radio-wide confusion and unquestionably would wind up on the President's desk for decision.

The reports, which had not reached the Commission level but were heard in several quarters outside and inside FCC, came almost simultaneously with FCC's release on Friday of maps showing what observers regarded, on first inspection, as a "dismal" situation in video's present band.

The maps showed (1) interference conditions which would result under the allocation plan proposed before the Commission undertook its current re-examination of TV standards, and (2) the allocation effects if stations were spaced to provide protection against the long-range factors of tropospheric transmissions.

Interference Serious

Observers felt the interference shown in the first set of maps was serious. The second, spacing co-channel stations approximately 210 miles apart, would drastically reduce channel availabilities.

The 210-mile plan — prepared solely for illustrative purposes and not as a proposal—would leave no channels in 31 of the 67 cities covered in the 15-state survey. The number of channels assigned or available in these 67 cities would drop from 122 to 66. No operating stations would be affected and no outstanding construction permits would be deleted, but a few CP's would be switched to other channels (see table, page 72).

The allocation plan ultimately decided upon, it was felt, will represent a compromise between the 210-mile plan and the Commission's own earlier allocations.

The unofficial reports on Navy designs on the upstairs band said the military arm wants substantial portions of the 500-900 mc area. This block effectively en-

(Continued on page 72)

NBC SUNDAY BLOCK SPLIT

Bergen, Benny Headed for CBS

THE DECAMPMENT from NBC of Jack Benny, Edgar Bergen and the Phil Harris-Alice Faye team—three-fourths of the heretofore dominant Sunday night program power of the network—for CBS was seen as a virtual certainty last week.

Although final details in the most sweeping inter-network program transfer in recent history were not settled, it was known that NBC had abandoned hope of retaining any of its big Sunday comedy shows save that of Fred Allen.

At week's end, it become known, NBC had begun to discuss program substitutions in its Sunday schedule with advertisers. The network was reliably reported to have entered negotiations with sponsors of comedy shows now heard on other nights looking toward their transfer to the Sunday void.

All parties were officially mum as to the state of the drastic realignment, but unofficially it was learned that CBS had virtually succeeded in luring Mr. Benny to its fold by means of a capital gains purchase not unlike that which brought Amos 'n' Andy to CBS from NBC several weeks ago.

Mr. Benny was the key in the expected transfer of the three shows to CBS. His acquisition by the rival network would unquestionably be immediately followed by the transfer of the Harris-Faye show and of Mr. Bergen.

Mr. Bergen, it was learned, was about to be signed by Coca-Cola, supplanting as his sponsor Standard Brands which is dropping his show because of high talent costs. It was understood that Coca-Cola would move Mr. Bergen to CBS if Mr. Benny went.

It was understood that CBS intended to schedule the powerful NBC comedy line-up in the same time periods in which it has been heard on NBC, from 7 to 8:30 p.m. Sundays. This would necessitate rescheduling of the *Amos 'n' Andy* show now heard on CBS Sundays at 7:30 p.m. The virtues of CBS retaining the Benny-Harris-Faye-Bergen sequence in the same times that listeners have long been accustomed to hear them on NBC were obvious.

The CBS coup, if accomplished, would mark the end of a combination by which NBC has held an iron clutch on the Sunday audience for years. Mr. Benny has been on NBC for 16 years, Mr. Bergen for 11. The Harris-Faye show is a relative newcomer, having begun only two years ago.

Figuring prominently in the CBS negotiations was the Music Corp. of America, the talent agency which also was involved in the Amos 'n' Andy transfer to CBS. MCA also has become a partner of CBS in a television enterprise to promote and telecast boxing bouts through the reorganized tournament of champions.

The repeated appearance of MCA in recent CBS talent acquisitions has led to speculation that NBC endeavors to retain Mr. Benny may have been frustrated because of an inability to come to

(*Continued on page 64*)

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SWEZEY

Resignation from Mutual Now Official

THE RESIGNATION of Robert D. Swezey, No. 2 executive of MBS, was accepted last week by Mutual's board of directors.

Mr. Swezey had decided to leave Mutual, where he has been vice president and general manager for nearly four years, after a board decision to create a new post in the executive ranks [BROADCASTING, Nov. 8].

The Swezey resignation was motivated, it was reported at that time, by his belief that the creation of a vice presidency in charge of both programs and sales to report directly to President Edgar Kobak degraded his own position.

The official announcement issued after the board meeting last Thursday announced only that Mr. Swezey's resignation had been accepted "with regret."

At the time he originally submitted his resignation, Mr. Swezey was known to have implied that he would withdraw it if the new sales-program vice presidency were either abandoned or redefined to make it subservient to his. The board last Thursday elected to stand by its plan for the new job.

Mr. Swezey's objection to the nature of the new position was reportedly responsible for the resignation—before he assumed the job—of Linus Travers, executive vice president and general manager of Yankee Network, who had been appointed by Mr. Kobak as the vice president in charge of programs and sales.

Mr. Travers, it was learned, had advised the board that he was firm in his aversion to taking the post. Another executive will be sought.

No successor to Mr. Swezey will be named, the board announced. His duties will be chiefly absorbed by Mr. Kobak.

The resignation of Mr. Swezey from Mutual marked the dissolution of the team of Mr. Swezey and Mr. Kobak which first was formed when both were executives at the Blue Network. Mr. Swezey was general counsel for the Blue Network from 1942 to 1944 when Mr. Kobak was vice president and general manager.

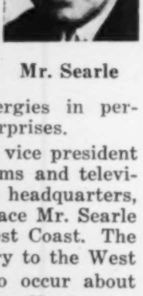
When Mr. Kobak left the Blue to join Mutual as president, Mr. Swezey went along as vice president and general manager.

Mr. Swezey entered radio in 1939 as attorney for NBC, a position he held until joining Blue in 1942.

ABC REALIGNS

Searle, Rynd Resign; Wilson Re-assigned

TWO ABC vice presidents resigned, a third was moved and a fourth was about to be appointed last week in the most widespread realignment of top network personnel in recent history.



Mr. Searle

Don Searle, veteran ABC vice president in charge of the Western Division, announced his resignation to concentrate his energies in personal business enterprises.

Charles C. Barry, vice president in charge of programs and television at New York headquarters, was assigned to replace Mr. Searle in charge of the West Coast. The transfer of Mr. Barry to the West Coast is expected to occur about the first of the year. Until then, Frank Samuels, Pacific Coast sales manager, will be in charge of western operations.

Charles E. Rynd, vice president and assistant secretary, announced his resignation to enter another business (see earlier story, page 28).

J. Donald Wilson, director of programs and production of the Western Division, was assigned to New York headquarters as director of programs. It was believed probable that he would be appointed a vice president, perhaps at the December meeting of the network's board of directors.

The selection of Mr. Barry to take charge of the Western Division was believed to reflect ABC's growing interest in Hollywood as a television production center. Mr. Barry has had overall supervision of television development for some time in addition to his other programming responsibilities.

The transfer of Mr. Barry to the West Coast is expected to occur about the first of the year. Until then Frank Samuels, Pacific Coast sales manager, will be in charge of western operations.

Mr. Searle, now 49 years old, joined ABC after long experience as a midwestern broadcaster. He still retains a 50% interest in KANS Wichita and is owner of KMMJ Grand Island, Neb. He also has oil interests in Iowa.

Despite the fact that most of his properties are in the Midwest, Mr. Searle will continue to make his home in Los Angeles.

Mr. Searle entered radio as manager of KOIL Omaha after long experience in sales and advertising with the Mona Motor Oil Co. After subsequent associations with KANS and KMMJ he joined KGO San Francisco, an ABC owned and operated station, as general manager in April, 1943. He became vice president in charge of the Western division in October 1945.

Mr. Barry, who is 37, has been a vice president of ABC in charge of programs since July, 1946. He entered radio when a Washington, D. C., store for which he was advertising manager undertook a radio program which he announced. He became an announcer for NBC in Washington and in 1938 was made night manager of WRC and WMAL Washington, the Red and Blue Network stations. Mr. Barry continued with the Blue Network after NBC sold it, and he became Washington director of operations for the network, by then known as ABC, in 1945.

He became national director of programs in October 1945, at New York.

Mr. Wilson, 44, has long experience in Hollywood radio as a writer and producer. Before joining ABC as production director in April 1945, he was a free lance writer and producer. He was named director of programs and production in July 1946.

Television Selling Is Highlight

By BRUCE ROBERTSON

TELEVISION, youngest and most glamorous of advertising media, was doubly featured at the Annual Eastern Conference of the American Assn. of Advertising Agencies, held last Monday at the Waldorf-Astoria Hotel in New York.

It monopolized not only the panel session on radio and television but also the creative session, which devoted its full two-hour period to discussing "How to Sell in Television."

The all-day agency meeting this year adopted the Town Meeting pattern for its nine subject sessions. Each topic was first discussed briefly by the panel members and then thrown open for questions, comments and criticisms from the floor.

Gordon E. Hyde, president, Federal Adv. Agency, and chairman of the New York Council of the AAAA, was also general chairman of the meeting, which had a total attendance of about 800, including agency men and their client and media guests.

Opinion Polls Kidded

Public opinion polls came in for a lot of kidding. The probable effects of their political miscalculations on the future of market research received more serious consideration by the conference. Consensus was that the long-range effect would probably be beneficial, as research will be subjected to more careful scrutiny and so will be more accurately conducted and its results more carefully interpreted and applied.

Dr. George Gallup, in a sackcloth-and-ashes address at the dinner session, admitted that the kicking around the political pollsters have received since election was well deserved.

"We let the people think we were a lot better than we are," he said. "They got to thinking we could walk on the water—and we began to think that we really could."

Outlining the various complicating factors in election prediction, Dr. Gallup declared that no market research man in his right mind would attempt a similar type of prediction regarding product sales. He answered with a resounding "No" his own question, "Will our upset hurt market research?"

No Effect on Sampling

Marion Harper Jr., vice president, McCann-Erickson, chairman of the research session, echoed Dr. Gallup's statement in his opening remarks. "The failure of the election polls," he said, "will, in my opinion, in no way affect the future of the growing science of sampling and its applications. . . ."

The error in the political pollsters' research may be "a good thing for all of us," Harold Smith, public relations and publicity director, Young & Rubicam, stated at the public relations panel which he moderated.

"Too often we have substituted research for thinking," he declared. "Research is not a substitute for thinking. Rather, properly executed, it can provide the facts which, correctly interpreted from a creative standpoint, will achieve the goals business and industry are seeking."

Advertisers have already raised the question of why they should pay the same or higher rates for radio now than they did before television grew to major proportions, Everett W. Hoyt, president of the Charles W. Hoyt Co., New York, told the group at the radio and television meeting.

"If you can believe surveys these days—you must concede that homes having both radio and television listen more to television even after the novelty has worn off," he said.

'Tough Question'

"I suppose this problem will be worked out eventually but already it has become a tough question to answer, particularly to people using spot programs in cities like New York and Philadelphia. If television will dominate the audience then we must either get reduced rates on radio time or else do some smarter buying."

Mr. Hoyt also told the group that in his opinion, "time costs are not excessive, particularly when I see all of the people that a station must employ in order to put on a television broadcast."

Jay Clark of the Ted Bates agency, read the speech of T. F. Harrington, vice president of Ted Bates, who was absent because of illness. Mr. Harrington predicted that television "is very apt to represent the major proportion of agency billing in a comparatively few years."

He also maintained that "a lot of mysticism has been built up around television that has top management scared stiff."

Radio's Early Years

He pointed out that advertising agencies weathered radio, which was just as mysterious a medium in its early stages, and "they will assume the same degree of control over television at the height of its usage."

Mr. Harrington also suggested agencies could lower the costs of maintaining television personnel, installing film projection machines, etc., by "adopting the rapidly growing practice of buying package television shows, with creative directors included in the package. Many clients have accepted this practice as part of the price of securing top-rating radio and television programs, while still holding the agency responsible for delivering a sizable audience," he ascertained.

Peter Langhoff, director of research for Young & Rubicam, New York, assured the group that "never before has an infant medium been so well attended by research tools."

Television research "had a strong springboard in radio research which in turn had been built on marketing research. The methods of measuring audience size and kind have been well tested," Mr. Langhoff said.

Mr. Langhoff went on to explain that today "there are 42 stations telecasting commercially. These stations serve 21 metropolitan areas. Production records indicate a total of approximately 850,000 sets manufactured. Of this total, probably a few more than 700,000 have been installed. Present production rates seem to assure 850,000 sets installed by the end of this year and 2,300,000 by the end of 1949."

Set Prediction

He predicted that "a figure of 350,000 sets for New York is not far off the target."

In computing the average costs per thousand viewers based on some assumed program costs, Mr. Langhoff revealed the figures were $15.04 per thousand viewers per half hour (by using 4 viewers per set)—the equivalent of $61.17 per thousand sets tuned.

"If the client is still unsold," Mr. Langhoff suggested "that he can get two fine commercials into that half-hour which brings the cost per thousand commercial impressions down to $7.52. If the prospects remain unconvinced . . . he will get something of a bonus if he buys the network rather than just the New York station."

Wallace W. Elton, art director

(Continued on page 68)

4A's EASTERN CONCLAVE

DR. GEORGE GALLUP (center), pollster, who was dinner speaker, shares a tall story with Mark Woods (l), president of ABC, and Gordon E. Hyde, president of Federal Advertising Agency and chairman of the New York Council, AAAA. ABC furnished the entertainment at the meeting.

LEADING creative group meeting discussion on "How to Sell in Television" were (l to r): William J. Griffin Jr., vice president and group copy head, J. Walter Thompson Co., for copy; Elwood Whitney, vice president and art director, Foote, Cone & Belding, for art; Henry O. Pattison Jr., vice president and copy chief, Benton & Bowles, group chairman; William E. Forbes, supervisor of television operations, Young & Rubicam, for radio, and Richard de Rochemont, producer, "March of Time," for films.

Examining one of the floral presentations are (l to r) Alexander Harris, Ronson president; Robert Swezey, MBS vice president and general manager, and David C. Thomas, Cecil & Presbrey secretary-treasurer.

'TWENTY QUESTIONS' Gives Sales Spark to Ronson Lighters

By FLORENCE SMALL

"ANIMAL, vegetable, mineral, phenomenal." Thus did one sloganizing observer describe the sales efficacy of the *Twenty Questions* show on Mutual sponsored by the Ronson Art Metal Works, Newark.

Paraphrasing the sentiment in the more dignified prose of an important advertiser, Alfred R. Nathan, director of advertising and sales promotion for the manufacturer of Ronson lighters and lighter necessities, told BROADCASTING:

aleucce$$

(One of a Series)

"The spectacular mail-pull of the show, its sustained firm rating in listenership, its remarkably high sponsor-identification and the number of honors bestowed upon *Twenty Questions* during the two years in which we have sponsored it on a fifty-two week basis, all these factors have convinced us that our radio advertising is reaching a limitless number of potential Ronson customers."

On Full Mutual

Harnessing his words to action, Mr. Nathan next announced that his company had expanded its number of outlets "to avail ourselves of the full facilities of the Mutual Broadcasting System, the largest network in the world."

Twenty Questions took to the air in July 1946 over a limited network of 17 Mutual stations. Today after its latest increase, the program is being heard on 464 stations in the U. S. and on 29 outlets of the Canadian Broadcasting Corp. The company's overall budget has risen to about $1.5 million, of which about $750,000 has been designated for radio and television.

The show is a skillful radio adaptation of the old party game and consists of four regular members of a panel, Fred Van Deventer, Florence Rinard, Bobby McGuire and Herb Polesie and a guest each week. Bill Slater is moderator. It has received a number of awards during the past year, among them one from the American College Assn. The National Parents and Teachers Assn. recommended it as "excellent listening fare" and it has received a blue ribbon for excellence from the New Jersey State Fair Committee. It was also voted the best quiz program on the air by *Dramatics* Magazine.

Ronson Radio History

The Ronson radio advertising history started in 1938 when the firm dabbled in the medium with a small announcement series aimed at special holiday purchases.

Paul Sullivan, CBS newscaster, was the talent for this initial campaign. By 1939 Ronson joined other participating sponsors on the *Ed East and Polly Show* on ABC with a 13-week campaign before Christmas.

And in September of the same year Ronson sponsored its first television show, a half-hour musical entitled *The Ronson Lighter Opera House* on WNBT New York.

When the war broke out the radio and television budget was abruptly terminated because the firm was called upon to allocate its entire output to the Army.

In 1945 when the government allowed Ronson to sell their lighters to civilians again, the company plunged back into radio with a special half hour network show on Christmas preceding the Elgin show. And in July 1946, the Ronson Co. bought *Twenty Questions*.

To supplement the network show, Ronson also uses spot announcements promoting its fluid, Ronsonol and its Redskin flints and wicks on a number of local stations.

Its television schedule this past year included 20-second spots on 14 video stations in addition to time before and after the Dodger games and the World Series.

The Ronson Metal Arts Co. was originally formed in 1896 in Newark. At that time the company experimented in electro-plating different metals. They worked on such things as baby shoes in bronze and later made auto ornaments. Louis V. Aronson, the originator of the company was the inventor of the "Safety" match, as well as the wind match and in 1914 started to manufacture the lighters.

The first "press, it's lit, release it's out" lighters came in the 20's. The name of the lighter was derived from a division of his last name: A. Ronson. After the death of Mr. Aronson, Alexander Harris, who has been associated with the firm for 40 years was named president. A. L. Aronson, son of the founder is vice president and F. W. Osgood is sales director.

Now 2,000 Employes

When originally formed, the company employed about ten people. Today its employes total more than 2,000.

Cecil & Presbrey, New York, is the agency. Yolen, Ross and Salzman handles the firm's public relations.

* * *

Blowing out candles on the second anniversary cake are (l to r, standing) Guy Lombardo, Bill Slater and Bobby McGuire and (seated) Fred Van Deventer, Florence Rinard and Herb Polesie.

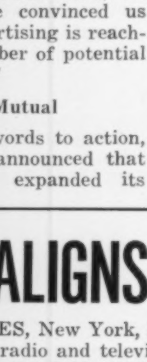
B&B REALIGNS

Increasing Television Work Is Cause

BENTON & BOWLES, New York, last week announced realignment and streamlining of its radio and television department to meet the increasing commitments in the field of television.

Walter Craig, vice president in charge of radio and television, will continue to direct both radio and television on the policy level, but will concentrate actively on television.

Leslie Harris, who has been directing and producing several of the agency's shows, will head radio activities for the agency in New York and has been named director of radio programs. Robert Buckley will continue to manage the business affairs of the radio department.



Mr. Harris

Thomas McDermott has been appointed production supervisor and will work with Mr. Harris on actual studio production problems and screening new programs, in addition to directing the *Wendy Warren and the News* program. Hoyt Allen will direct *Perry Mason* in addition to his current duties in connection with *Portia Faces Life* and *Juvenile Jury*.

Oliver Barbour, who is currently directing the Jack Berch show, will also direct *When a Girl Marries*. Charles Fisher will direct *Rosemary* and will alternate with George Jenson as agency supervisor at *Gang Busters* broadcasts.

Don Wallace, in addition to his recording activities, will work with Mr. Allen on *Juvenile Jury* and will handle "cut-in" announcement assignments.

FCC PROBE

New Chairman May Sound Death Knell

By ED KEYS

CHANCES of survival for the House Select Committee to Investigate the FCC during the 81st Congress appeared very slim last week. But the prospects of another committee inheriting its duties loomed brightly.

While Republican Chairman Forest A. Harness (Ind.), who was defeated in the elections, was scheduling a meeting to see what effective machinery might be salvaged from the post-election rubble, the Democratic legislator slated to take the reins of the committee was thinking in terms of abolishing the committee.

Rep. J. Percy Priest (D-Tenn.), likely successor to Congressman Harness, should the committee be perpetuated, last Thursday expressed opposition to renewing the committee's lease on life. He acknowledged, however, the need for a continuing examination of Commission practices and procedures. He suggested a communications sub-committee of the House Interstate and Foreign Commerce Committee, of which he is also a member, would be the appropriate committee to handle the job.

Executive Session

Meanwhile, Frank T. Bow, general counsel of the House Select Committee, announced last Thursday that the committee would meet in executive session Dec. 1 to discuss its future course.

Further plans will be made and staff reports considered during the session, Mr. Bow explained. The reports, he said, will include material on the recent investigation of communications in Puerto Rico [BROADCASTING, Nov. 8], an outline on the examination of the Commission's controversial Blue Book, FCC licensing practices and other committee matters.

The advisability of conducting additional public hearings to supplement those held by the committee on the Scott and Port Huron decisions will also be determined during the meeting, Mr. Bow indicated.

It is not anticipated, however, that any of the reports will be made public in the near future.

Mr. Bow emphasized that a report on the work of the committee will "definitely" be made to the 81st Congress after it convenes in January. The report, informed quarters believe, will urge continuance of the committee during the new Democratic Congress.

The subject of public hearings in Puerto Rico is very likely to rise during the committee's Dec. session. Mr. Bow and two investigators returned a few weeks ago from Puerto Rico, where they conducted an overall investigation of radio operations, including FCC's commercial grant to WIPR, government owned and operated outlet [BROADCASTING, Nov. 1].

Private broadcasters had complained that the government commercial operation was a threat to free enterprise. It is considered a strong likelihood that the report to Congressman Harness on the Puerto Rican probe, may contain recommendations for public hearings.

The Dissenting Member

The Committee will probably find a dissenting member in the person of Congressman Priest, who believes it may not be necessary to look further into the Puerto Rican situation.

Rep. Priest, although he signed the scathing committee report on the Port Huron and Scott decisions, feels the interim report to Congress, had been too severely critical of the FCC.

He feels there is still need to examine further in the 81st Congress such controversial opinions of the Commission.

"I think everybody recognizes that we should look into the basic Communications Act," Rep. Priest told BROADCASTING.

He suggested the 81st Congress "go into a revision of the Communications Act and adopt a program to improve the Commission's procedures on applications for licenses."

Such key Congressional figures as Rep. John W. McCormack (D-Mass.), who is expected to be House Majority Leader, and Rep. Sam Rayburn (D-Tex.), slated to be Speaker of the House, have had disagreements with the Commission. Rep. E. E. Cox (D-Ga.), No. 2 Democrat on the powerful House Rules Committee, led an earlier investigation into FCC operations.

Explains Chances

Rep. Priest recalled that Rep. Rayburn and also Rep. Adolph J. Sabath (D-Ill.), who is expected to take the gavel in the House Rules Committee, had opposed creation of a select committee to investigate FCC.

They felt the appointment of a special committee was in conflict with the Congressional Reorganization Act, discouraging this practice and urging that such matters be referred to standing committees having jurisdiction over the particular subject.

"My own thought," Rep. Priest said, "is still that an investigation should be done by a sub-committee of the regular committee having legal jurisdiction over communications."

In the reshuffled 81st Congress the reins of the House Commerce Committee will probably pass to Rep. Robert Crosser (D-Ohio), who is expected to return to Washington after Thanksgiving Day.

DEMOCRATIC Congressmen previously opposed to a special committee to investigate FCC may renew their fight with decided advantages when the lease of the House Select Committee comes up for renewal. Several in key spots don't think the FCC's skirts are entirely spotless. They may urge further examination of the agency by another committee.

Intimates of Congressman Crosser feel confident he will accept the post, if it is offered. Goals of the Commerce Committee, radiowise, are problematical, since Rep. Crosser's chief interests have always been with railroad legislation.

DEFENSE STEPS

Industry Group Meets

MILITARY and civilian experts last week continued to groom the communications industry for the vital role it will play in any possible national emergency.

Two major steps in this direction were taken following the military establishment's unveiling a fortnight ago of the Civil Defense plan, which recognized communications as its "nerve system" [BROADCASTING, Nov. 15].

- The Electronics Equipment Industry Advisory Committee, established jointly by the National Security Resources Board and the Munitions Board, held its first meeting Nov. 16 at the Pentagon.
- Andrew Corp. began expansion of its facilities at a strategically located site.

Membership of the group, organized to advise on industrial mobilization plans for the electronics equipment industry and related problems, consists of 28 representatives of large, medium and small electronics companies.

Groups to Meet

According to military officials, representatives of industry agreed to appoint a special committee to assist in the standardization of nomenclature and specifications for military and industrial equipment.

Industry representatives reportedly agreed to cooperate with the government in its mobilization planning and in turn asked government cooperation. It appeared that the entire electronics industry, including small plants, would be involved in mobilization planning.

The committee will work with the Joint Army-Navy-Air Force Standards Agency at the Signal Corps' installation at Ft. Monmouth, N. J.

Problems on component parts will be dealt with by 14 or 15 task force committees appointed from the main group.

Co-chairmen Named

Co-chairmen, one representing the military and one the industry, were appointed during the session.

Fred R. Lack, vice president of the Western Electric Co., was named industry representative and Capt. W. C. Wade USN, chief of the facilities division of the Munitions Board, will represent the military.

Andrew Corp. of Chicago was the object of praise by defense officials.

The electronics production firm, in conjunction with current expansion plans, located their new facilities ten miles from any probable bombing target in that area. In addition, the facilities, located on 400 acres of farm land purchased some time ago, derive protection from atomic radiations by surrounding hills. The location is 25 miles from the center of Chicago.

Gayle W. Arnold, assistant director of production for the National Security Resources Board, commended the foresight of Andrew Corp. officials in a letter made public last week.

"Chairman Hill and the staff of this board," Mr. Arnold wrote, "are very much gratified to learn you share our convictions regarding the vital relationship between location of industrial facilities and the national security, but most important, that you have acted upon this conviction."

The Andrew Corp. is credited with being the first electronics firm to follow the NSRB's recommendations with positive action.

Mr. Arnold expressed the hope last Wednesday that other manufacturers would follow the lead of Andrew Corp. "as they are able."

The firm has completed a research laboratory at the new site and their antenna research group is in operation there.

In an address before the Society of Industrial Realtors of the National Assn. of Real Estate Boards in New York Nov. 12, Mr. Arnold emphasized that "today's strategy is based upon the promise that any portion of our nation is subject to attack; but the staggering cost in material, men and energy of an attack intended to destroy even partially the productive capacity of the nation would require planning

(Continued on page 60)

REPRESENTATION PROBE Subpenas Issued

SUBPENAS were issued by FCC last week for two network executives—upon petition of National Assn. of Radio Station Representatives—requesting their appearance at the Nov. 29 Commission inquiry into the whole structure of station representation in the sale of national spot advertising.

The executives are Lewis MacConnach, secretary of NBC, and Joseph A. MacDonald, secretary, vice president and general attorney of ABC. The NARSR petition requested they be required to produce certain communications with affiliated stations which the station representatives' association indicated would tend to prove that the networks have sought to induce affiliated stations to substitute network business for national spot business.

The investigation was ordered by FCC last July and is based upon the year-old complaint of NARSR against the policy of CBS to take over non-network time sales of certain affiliated stations [BROADCASTING, July 26]. The Commission indicated the probe would be directed against the networks to determine whether network representation of affiliates in non-network time sales violates its chain broadcasting regulations and whether these regulations should be tightened even if there is no violation.

NARSR Presentation

The proceeding is expected to take several days with NARSR planning to require two days for presentation of its case. The association is represented by James Lawrence Fly, New York attorney and FCC chairman at the time the chain broadcasting regulations were effected.

NARSR asked in its petition to FCC that Mr. MacConnach be required to produce true copies of certain communications with affiliate stations. One is a Western Union telegram dated Aug. 21, 1948, and signed by Sidney N. Strotz, vice president, addressed to one or more Pacific Coast stations on subject of the Richfield Oil Co. program. NARSR said the telegram "tends to demonstrate and illustrate the competition between network and national spot business and the activities of the network in persuading affiliates to substitute network business for national spot business in station time."

NARSR also requested production of those NBC records which will show the rate of payment for network commercial shows aired by affiliates in station time. "They will tend to establish inducements offered by the network to the affiliates to accept network commercial programs in station time," the petition stated, "thereby making said time unavailable for national spot business."

Mr. McDonald would be required to bring a copy of the minutes of the ABC Stations Planning and Advisory Committee meeting held Feb. 25, 1947 (dated March 12, 1947) which were reported to affiliates of District 1. NARSR said minutes "will tend to establish efforts by ABC to induce affiliates to carry network commercial programs in station time and thus to reduce time available for national spot business." Request also includes letter dated April 28, 1948, and signed by ABC President Mark Woods, addressed to various stations on subject of an offer of network's spot sales division facilities to TV affiliates. Letter "tends to prove intent and purpose of ABC" to solicit station representative business of its affiliates.

Messages Sought

Also sought are certain teletype messages from the ABC commercial traffic department to affiliates. One dated Aug. 29, 1946, is said to relate to the Philco Corp. Bing Crosby program; another dated Oct. 16, 1946, is said to relate to station breaks between the Swift & Co. and Philco Corp. portions of the *Breakfast Club*, and a third, dated Sept. 29, 1948, is said to relate to Kay Kyser's *Kollege of Fun and Knowledge*. NARSR stated these would "tend to prove efforts of network to induce affiliates to surrender station time in return for obtaining network commercial shows."

Meanwhile last week, one of the participants in the proceeding, WSAY Rochester, N. Y., filed petition for dismissal of its appearance. WSAY a fortnight ago was denied review by the U. S. Supreme Court of a Circuit Court decision which upheld the right of a network to fix the national advertising rate of an affiliate [BROADCASTING, Oct. 18]. WSAY had sought to prevent ABC and Mutual from moving affiliations away, pending trial of its $12 million suit against the four national networks charging violation of the anti-trust laws.

Hearst Radio Appoints Brooks V. P., Director

COMMDR. TOM A. BROOKS, pioneer commentator and editor, has been appointed vice president and director of Hearst Radio Inc., according to Charles B. McCabe, president.

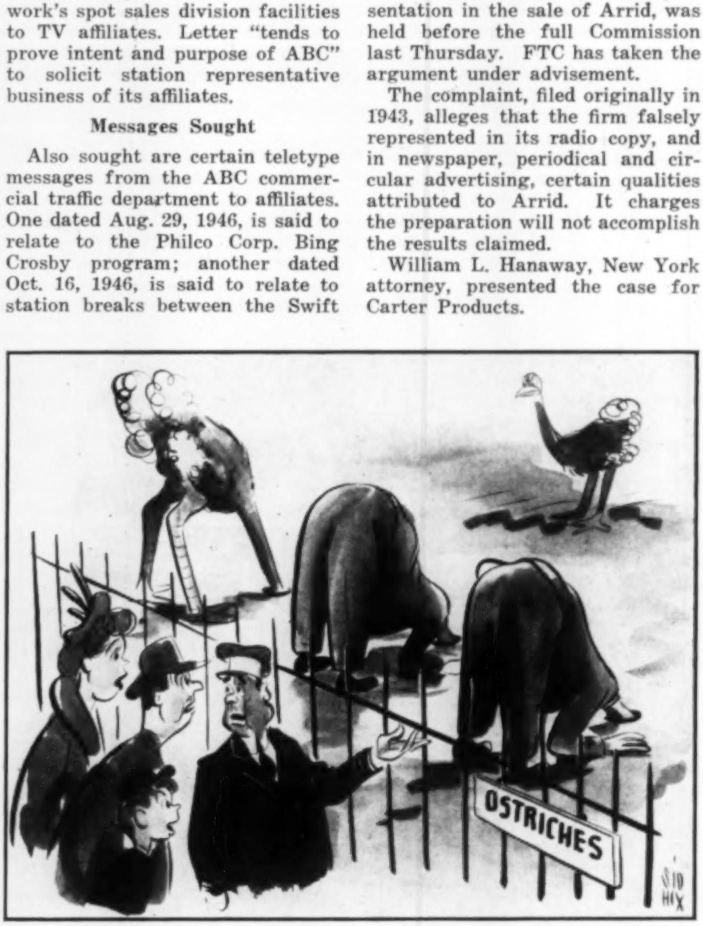
Commdr. Brooks, who succeeds E. M. Stoer, deceased, will continue as officer-in-charge of Naval Reserve technical units in the Third Naval District. He has been identified with television, FM, facsimile and other electronic developments for more than 21 years.

FTC Receives Argument On Carter's Arrid Case

ARGUMENT on the merits of the case against Carter Products, New York, charged by the Federal Trade Commission with misrepresentation in the sale of Arrid, was held before the full Commission last Thursday. FTC has taken the argument under advisement.

The complaint, filed originally in 1943, alleges that the firm falsely represented in its radio copy, and in newspaper, periodical and circular advertising, certain qualities attributed to Arrid. It charges the preparation will not accomplish the results claimed.

William L. Hanaway, New York attorney, presented the case for Carter Products.



Drawn for BROADCASTING by Sid Hix

"Those radio analysts have been here since election day."

NARSR
spot broadcasting lets you de

FRONTISPIECE for an easel presen tion of the story of spot broadcastin by the National Assn. of Radio St tion Representatives is shown abov The presentation has been releas to NARSR branch offices, and will shown soon to advertisers and ag cies. It supplements *Spot Bo* which NARSR published last mont and follows same theme, "Spot Broa casting Lets You Decide."

RADIO GUILD RENEW CONTRACT WITH CB

THE RADIO GUILD, United fice and Professional Workers America, CIO, has renewed for year starting Dec. 1 its agreeme with CBS covering 650 white coll employes. An average of $4 weekly increase is provided.

New provisions include ov time on the sixth and seven working days of the week, increa es in the minimum hiring ra ranging up to $5.00, and an "equ ization fund" for ironing out sala inequities. Average CBS salary white collar employes will now $57.00 weekly.

Negotiations were handled the union by: Sylvia A. Sherid guild representative; Samuel Sacher, attorney; Chester F. Burger, guild president; R Froma, CBS chapter chairm and Jay Eliasberg, CBS grievan chairman. Representing CBS we Howard L. Hausman, vice pre dent in charge of personnel re tions; George Norris, Attorn Dr. Joseph Jackson, personnel lations manager; Charles Burt personnel, and Robert Kalaidji employment manager.

Weaver Appointed

SYLVESTER (PAT) WEAV Jr., vice president in charge radio and television of Young Rubicam, New York, has be named chairman of the radio a television committee of the Ame can Heart Assn.'s 1949 natio campaign, it was announced l Friday by William E. Cotter, exe tive vice chairman. The "Hea campaign scheduled for next F 7-28, has a goal of $5 million.

COY ON TV

Cites Future to Chicagoans

FCC CHAIRMAN Wayne Coy told the Chicago Rotary Club last week that "in the long run" he thought television "will serve to create larger advertising expenditures," despite probable inroads on some other media at first.

He "predicted" addition of high-band channels "soon," and "hoped" network television would reach from coast to coast "within another two years," by which time he estimated 400 stations would be in operation as compared to some 45 today.

He renewed his prediction of 1,000 operating stations in "seven or eight years" and said sets-in-use would exceed a million by the end of this year and might reach 17 million by 1955.

Speaking Tuesday at the Rotary "Television Day" luncheon, Mr. Coy told his audience that advertisers will find television "the most powerful, most effective and the most profitable medium for mass merchandising yet devised."

Retail Field

He thought video may be able to tap the field of department store and similar retail advertising—where sound broadcasting has not been "particularly" successful—"without serious adverse effects on radio advertising," although perhaps with "serious consequences" for newspapers and magazines.

The FCC Chairman considered it "a serious mistake to suppose that television must inevitably grow as an incubus, by sucking out the life blood of other media." But he foresaw a period of "adjustments" for the various advertising media.

Sound broadcasting, he said, "is in for serious readjustments."

He reiterated his view that "as television progresses, persons conducting both television and sound radio stations will . . . abandon the latter to concentrate on the former because of the incompatibility of the two services under one management." But he felt that "sound broadcasting in the metropolitan areas will always be necessary to supplement television" and "in the rural areas it will be expanded."

Mr. Coy thought "newspapers will need to readjust to new competitive conditions when thousands of their subscribers see and hear the big news events of the day just as they happen."

For the motion picture industry, he said, television is a competitor "in more ways than one"—competing with exhibitors not only for audiences but also for films, and possibly competing with the movie producers by creating its own "tailor-made" films.

"American industries certain to be affected by television may fall before this new communications medium or, like the phonograph record did in partnership with radio, may rise phoenix-like in partnership with this new industry," he declared.

The FCC executive said the scheduled Jan. 12 linking of American Telephone & Telegraph Co.'s eastern and midwestern network facilities [BROADCASTING, Nov. 8] will be "a mighty milestone" in television history.

Television, he said, is not only "a tool of peace" but, if necessary, can be "a powerful weapon to protect our national security."

In event of bombing, he asserted, "our television stations may well serve as our most effective means for the mass mobilization of our people in the large population centers for protective measures. . . . The evacuation of cities, fire fighting, demolition work, first-aid treatment to the wounded, emergency feeding, housing and sanitary measures could be expedited beyond anything possible in any previous war."

He told the Rotarians that television is "about the only business I know of in which the enterprisers go about bragging about the amount of money they are losing."

He noted that it costs "from a quarter to a half million dollars to build a station," and that losses frequently are running "from $10,000 to $25,000 a month"—sometimes "a lot more." Television broadcasters would not be making such investments, he said, if they were not convinced of the superiority of the medium.

Mr. Coy was introduced by Wayne Williams, vice president of K. E. Shepard Agency, who was in charge of planning for the event.

TV Prop Wash

AMERICAN Overseas Airlines, New York, has made available to video producers such visual props as flagship interiors, ticket counters, doorway mock-ups, sky berth interiors, plus three dimensional scenes of Holland, Ireland, London, Paris and Scandinavia.

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TV LINK SCRAMBLE

Five Seek Time

FOUR TELEVISION networks and a special WGN-TV Chicago-WPIX New York hook-up were engaged last week in a bitter scramble for allocations on the AT&T coaxial cable link between the East and the Midwest. The link is scheduled to open Jan. 12.

At a New York meeting called by AT&T in the hope of settling claims for cable time in the thin and precious link between the eastern and midwestern television networks, nothing but heated disagreement resulted, it was learned.

Networks which heretofore have settled their requirements for AT&T television facilities among themselves were in utter disagreement at the end of a two-day meeting.

Competing for Use

Competing for use of the coaxial channel which will convey telecasts between eastern and midwestern cities after Jan. 12 were ABC, CBS, DuMont, NBC and WGN-TV and WPIX, the latter two proposing a program exchange arrangement which would need the use of the cable.

Conflicts among their requirements were general, it was reported. During the meeting, hope for any compromise was finally abandoned, and the full requests of all the broadcasters were submitted to the telephone company.

Time by Formula

Allocation of time on the East-Midwest cable will be adjudicated by AT&T. In the opinion of some broadcasters present at the meeting the telephone company probably will assign the channel to the various claimants by mathematical formula, a solution which some of them gloomily foresee as portending nothing but unhappiness.

As examples of the conflicts in requests that arose through the meetings, which were held last Monday and Tuesday, it was known that NBC had applied for use of the cable at 7:45-8 p.m. across the board to carry its *Camel Newsreel Theatre*. ABC requested the same time for an as yet unspecified program which it was said would probably be a news show.

In NBC's view, the fact that Camels had issued a firm order for the program on the full East-Midwest network when it was available and that station clearances for it had been obtained should weigh in NBC's favor in the allocation of that period of cable use.

ABC, however, reportedly defended its own request for the same time on the grounds that programming and not commercial sales was important to the development of East to Midwest network operations.

CBS requested, among other times, the use of the cable 9-10 p. m. Sunday for its *Toast of the Town* show, sponsored by Emerson Radio Corp. This conflicted with NBC's request for the same period for its *Philco Playhouse*. ABC was said to have demanded 8:30-9:30 p. m. Sundays—which would cut into both CBS and NBC programs.

The haggle over allocations of the East-Midwest television link was the first occasion on which network broadcasters have failed to reach at least partly satisfactory agreement in sharing AT&T facilities.

Since the installation of the New York-Washington cable, broadcasters have met at three-month intervals to arrange for themselves their various requirements. In most instances compromises have been reached without serious disaffection.

The importance of priority establishment on the new, and vastly more significant coaxial link, however, was believed to have encouraged all of the broadcasters to push their individual requests vigorously.

By an earlier agreement, the broadcaster who has use of the East-Midwest coaxial link will also have simultaneous use of the New York - Washington cable. Allocations on all AT&T facilities are now up in the air, pending settlement of the assignments on the East-Midwest link.

Gesundheit

TO ADD realism to a series of transcribed spots for Bromo Quinine Cold Tablets, Grove Labs went all out to produce a sneeze "sound effect." The firm hired Billy (The Sneeze) Gilbert to do the perfect sneeze. Mr. Gilbert, who worked two years on the part of Sneezy in Walt Disney's "Snow White and the Seven Dwarfs," reached such a high degree of realism during the recording session that he sneezed himself right into a real cold.

BARRY ELECTED V. P. FOR FREE & PETERS

Mr. Barry

ANNOUNCEMENT of the election of Arthur J. Barry Jr. as vice president of Free & Peters was made at the annual directors' meeting in New York, Nov. 9.

Mr. Barry joined Free & Peters ten years ago in the Chicago office as a sales executive. Previously he was president of his own organization, Barry Tours Inc., specialist in European travel. He was a lieutenant in the Navy during the war, serving on a carrier in the Pacific.

Upon his return to inactive duty as a commander in the reserves, Mr. Barry rejoined Free & Peters' New York office.

D-F-S

N. Y. Shuffles Research, Media: Chicago Functions Stressed

DANCER-FITZGERALD-SAMPLE, New York, last week revealed the reorganization of the media and research division and the acquisition of quarters to house the research department.

The additional space for research is located at 62 W. 47th St. The rest of the D-F-S New York headquarters remains at 247 Park Ave.

Meanwhile, despite D-F-S's transfer of some 45 persons to New York to consolidate handling of the firm's large accounts in the East, the agency is still "aggressive about new business in Chicago."

Paul Keenan, vice president and treasurer, reported a line-up of four potential new accounts for Chicago. A complete advertising schedule, including radio and/or television, is being prepared for the firms, which represent "diversified fields." One new account has been signed since the switch eastward, Mr. Keenan said.

In the announced staff realignment at least 11 executives formerly in the Chicago office were transferred to New York.

The new line-up:

Lyndon O. Brown, who joined the agency approximately three months ago, is vice president and director of media and research. Louis T. Fischer, formerly head of print division in Chicago, has been named executive assistant to Mr. Brown.

Irving Sloan from Chicago is head space buyer of Procter & Gamble Co.; Tom S. Ward remains space buyer for Campbell Soup Co., American Home Products, Standard Brands, Sterling Drug and Daniel Green; Jack Snodgrass is space buyer for General Mills and Falstaff.

Mr. Neale

Mr. Brown

The radio time buying department will be headed by J. James Neale, radio director in Chicago, and now radio director in New York. Tom Carson from Chicago is timebuyer on Procter & Gamble, General Mills and Falstaff. Harry Hobbs from Chicago is Mr. Carson's assistant. Stanley H. Pulver is timebuyer for American Home Products, Standard Brands, Campbell Soup Co. William P. Dollard is Mr. Pulver's assistant.

On the Sterling Drug account, Frank Moriarity is Sterling media manager (radio) and Paul Field is his assistant.

Robert F. Holman is research supervisor on American Home Products, Sterling Drug, Standard Brands, Campbell Soup Co., and Daniel Green; Fred L. Ryner, research supervisor on Procter & Gamble, General Mills and Falstaff; Robert Bauer, media analyst, Heinz Stadthagen, operations supervisor, and Angeline Black, research field head. The latter four all held similar positions in the Chicago office.

Vice Presidents Keenan and Sewall Gardner and account executives James Fitzmaurice and Elliott Detchon are in charge of Chicago activities.

Mr. Gardner, an account handler for the past 10 years, worked on Procter & Gamble at D-F-S and on Ovaltine and Old Dutch Cleanser when the agency was Blackett, Sample & Hummert. Mr. Fitzmaurice and Mr. Detchon also have worked on the P & G account.

By the end of December, 60 members of the executive and clerical staffs will have been transferred East, with personnel at the Chicago office numbering about 90, Mr. Keenan said.

Rynd Quits ABC; Heads Audio-Video

(Also see ABC story, page 22)

Mr. Rynd

CHARLES E: RYND, ABC vice president and assistant secretary, has resigned from the network, effective Dec. 1, 1948, to become president and general manager of Audio and Video Products Corp., New York.

Organized in June 1948, with Mr. Rynd as majority stockholder, the new company specializes in electronic and technical equipment for radio and television stations. A principal product to which Audio-Video has exclusive rights is the Ampex magnetic tape recorder, used for the recording of the ABC Bing Crosby show.

Mr. Rynd, an engineer by training, who studied at Hamilton College and Massachusetts Institute of Technology, became an ABC vice president in 1945, serving as coordinator of the network's intradepartmental operations. No successor has been named for the post, his duties having been divided among other network executives.

Oldsmobile Increasing TV 'Newsreel' on NBC

THE NBC NEWSREEL, sponsored by the Oldsmobile Division of General Motors Corp,. Detroit, has been increased from 10 to 15 minutes each week. In addition, the *Newsreel* will be sponsored on the entire NBC East Coast video network, and will be seen on seven NBC Midwest TV stations in January, Carleton D. Smith, NBC television operations director, announced last week.

Previously the *Newsreel* had been shown as a ten-minute program, on NBC's New York outlet. WNBT, only.

Oldsmobile agency is D. P. Brother & Co., Detroit. NBC's account executive is R. H. White.

NETWORK GROSS

Sept.: $15 Million

GROSS billings for all advertisers on the four nation-wide networks in September totaled $15,646,362, according to data compiled by Publishers Information Bureau and released to BROADCASTING last week.

Approximately $1 million ahead of August and $2 million above the July low, the September billings are slightly above the June total, indicating a stronger network lineup at the start of the fall season than existed at the end of the spring.

Foods continued as the largest class of network advertised products, with September time expenditures of $3,679,663. Toiletries ranked second, with billings for network time of $2,480,495. Soaps and cleansers were third, with $1,919,750; drugs fourth, with $1,747,670, and smoking materials (PIB nomenclature for cigarettes, cigars, tobaccos, pipes, lighters, etc.) fifth, with $1,510,741.

For the nine-month period, January through September, the same five categories of products occupied the top five positions, but not in the same order. Foods and toiletries are first and second, but drugs rank third and soaps fourth, reversing their September places, while smoking supplies are again fifth.

Political broadcasting really got underway in September, with expenditures of $230,003 for network time, chiefly in support of the major Presidential candidates. Prior to September the network political billings had totaled only $13,301 for the previous eight months of this year.

Breakdown of network gross time sales by product groups for September and the nine-month period of 1948 follows:

Category	Sept. Gross Values	Jan.-Sept. Gross Value
1. Agriculture & farming	$144,152	$1,137,786
2. Apparel, footwear & accessories	114,790	1,026,970
3. Automotive, automotive accessories & equipment	413,585	5,228,627
4. Aviation, aviation accessories & equipment	------	------
5. Beer, wine & liquor	90,521	875,185
6. Building materials, equipment & fixtures	97,525	689,906
7. Confectionery & soft drinks	632,117	5,612,190
8. Consumers' services	184,011	1,799,432
9. Drugs & remedies	1,747,670	16,996,536
10. Entertainment & amusements	5,215	5,215
11. Food & food products	3,679,663	34,841,556
12. Gasoline, lubricants & other fuels	441,221	4,331,254
13. Horticulture	------	98,946
14. Household equipment & supplies	734,149	6,410,254
15. Household furnishings	102,910	975,441
16. Industrial materials	134,562	1,163,324
17. Insurance	325,895	3,200,312
18. Jewelry, optical goods & cameras	113,126	660,972
19. Office equipment, stationery & writing supplies	143,398	1,890,937
20. Political	230,003	243,304
21. Publishing & media	125,944	1,213,414
22. Radios, phonographs, musical instruments & accessories	65,460	1,139,743
23. Retail stores & shops	------	------
24. Smoking materials	1,510,741	14,942,324
25. Soaps, cleansers & polishes	1,919,750	14,954,687
26. Sporting goods & toys	------	59,089
27. Toiletries & toilet goods	2,480,495	23,858,795
28. Transportation, travel & resorts	------	------
29. Miscellaneous	209,459	1,964,397
Total	$15,646,362	$145,320,596

SHOUSE

Says TV Will Eclipse AM

TELEVISION will eclipse radio almost to the point of supplanting it, James D. Shouse, Crosley Broadcasting Corp. president and board chairman, believes.

Mr. Shouse

"Within five years," he told the National Editorial Assn. yesterday (Sunday) in Chicago, "it is entirely conceivable that television will have become an integral part of the lives of 20 or 30 million families."

He added that "the influence upon their daily habits, their thinking and their concepts and philosophies will be severe—so severe, indeed, as to be literally revolutionary."

Company Holdings

The company Mr. Shouse heads is operator of WLWT (TV) Cincinnati and has television grants for Columbus and Dayton, in addition to WLW and WLWA (FM) Cincinnati and WINS New York, and has bought WHAS-AM-FM-TV Louisville subject to FCC approval.

Mr. Shouse said he thought AM stations would be among the first to feel the impact of television. "I think that the structure of sound broadcasting today," he said, "will, before very many years have passed, undergo severe economic dislocations that may cause it to deteriorate in quality of service at the very time when only improvement of service could save it."

"As a broadcaster," he asserted, "I do not think that television is going to supplement radio. I think that with the exception of widely scattered and remote rural areas containing some small towns, television stands a good chance not of supplementing broadcasting as we know it today, but of replacing it."

In Adult Proportions

Referring to television as "an art that is arriving in adult and not infant proportions," he urged publishers and editors to acquaint themselves "from week to week as to the strides this new giant is making."

He warned against "disarming" statements on the effect of TV on standard broadcasting, newspapers and other forms of communication. "The prospect which the future holds," he declared, "appears to me to involve radical and profound changes in the very foundation upon which our entire social, educational and economic structure is built.

"Much of what is being said about television," he added, appears "designed to soothe the furrowed brow" so far as those working in other media are concerned.

Concerning the effect television may have on the country's smaller newspapers, which make up the bulk of the NEA membership, Mr. Shouse said, in part:

"You have survived in a highly competitive age because you have, collectively, contrived to supply your community the answer to a need that exists. You will have longer to adapt yourselves to whatever problems television eventually will present than any other class of publishers."

Protects Investments

Mr. Shouse said FCC has "made every attempt" to protect the investments of both telecasters and set-buyers. "So the television we have today," he felt, "both from the standpoint of receivers and from the standpoint of the picture being transmitted, is substantially the same television that we will have five years from now."

Television, he noted, grows "in a geometric as distinguished from an arithmetic grade of progression." When a city gets its second station, he explained, "we can expect that receiver sales and interest in television will not double but will quadruple. . . . [People] will not become really enthusiastic in any city about television until this choice [of programs] is provided them."

Mr. Shouse said he felt that "television is going to affect in one way or another practically everything we now have. Its repercussions within three or four or five years will have a more profound effect upon the social, economic and educational life of the U. S. than the automobile did within the first 20 years of its arrival upon the national scene as a completed instrument of transportation.

"Radio broadcasting did not put the newspapers out of business nor did they put the moving picture companies out of business," he continued. "But after the automobile had been here 20 years there were very few livery stables."

Yesterday's appearance was Mr. Shouse's second before an NEA convention. Addressing the group at Estes Park, Col., in June 1946 he advised members against ill-considered investments in FM stations. His address precipitated widespread controversy among broadcasters. Among those who voiced a rebuttal was Maj. Edwin Armstrong, inventor of FM.

Rehearsals of Boston's Symphony to Be on NBC

EXCLUSIVE broadcasting rights to the Boston Symphony Orchestra of 110 musicians have been obtained by NBC.

NBC will broadcast a weekly half hour of the Boston Symphony in rehearsal. The program, *Dress Rehearsal*, will be heard Saturdays, 5-5:30 p.m., starting Nov. 27, Serge Koussevitsky conducting. Show will conclude an hour before presentation of NBC's own symphony orchestra conducted by Arturo Toscanini.

Wylie to Esty

MAX WYLIE, formerly program manager with Young & Rubicam, New York, and Stanley A. Lomas, formerly with Newell-Emmett, New York, have joined the radio and television department of William Esty & Co., New York.

Video in High Band Aids Stratovision

Nobles Tells AIEE Benefits Of Airborne Coverage

THE BENEFITS of Stratovision are emphasized in the upper television band, according to C. E. (Chilly) Nobles, inventor of the airborne transmission system.

Addressing the Washington section of the American Institute of Electrical Engineers Wednesday night, the young Westinghouse scientist indicated Stratovision coverage has even more advantages over ground transmitters in the upper band. He showed charts depicting propagation traits of the TV bands.

Besides its advantage in minimizing shadow effects due to terrain, the airborne radiation will be improved due to diminished effect of the plane itself on the signal, he said.

Answering questions on the economics of Stratovision, Mr. Nobles said a single airborne transmitting plant could be operated for about $225 an hour on an eight-hour basis, including standby plane. He compared this service—with typical coverage ranging from Portsmouth, N. H., west almost to Altoona, Pa., and south to Washington—to the $2,500 cost of tying up the East Coast TV network.

Next Step

Next proposed stage of Stratovision, he indicated, would be operation of a Stratovision plane for intensive tests of propagation and reception qualities over the 500-mile diameter service area along with studies of aircraft phases of the system. While a fast B-29 plane is being used at present, Mr. Nobles said the ideal Stratovision plane, now on the drafting boards at Glenn L. Martin Co., would have a cruising speed from 145 to 266 miles per hour.

NARBA PROPOSAL

FCC-Industry Meeting Set

AN INFORMAL government-industry engineering conference to discuss the U. S. approach to next September's North American Regional Broadcasting Engineering Conference was called last Thursday for Dec. 7.

The purpose of the conference, FCC said, is to "assist in the preparation of proposals of the U. S." with respect to a new North American Regional Broadcasting Agreement (NARBA). Each of the nations participating in NARBA must submit proposals for the new treaty by next May 2.

Before the U. S. can complete its final proposals, FCC must reach and announce its decision in the long-pending clear-channel case, which will determine the domestic use of channels currently classified as clear and the fate of clear-channel bids for power above 50 kw.

The conference starting Dec. 7 will be conducted before FCC Comr. Rosel H. Hyde and will continue "for three days or until concluded."

Mr. Hyde is expected to be one of the key figures of the U. S. delegation to the NARBA conference, which will be held either in Ottawa or in Montreal starting Sept. 13, 1949.

December Plans

"It is anticipated that technical subcommittees will be formed at the December meeting to make studies and reports on particular questions regarding standards of protection, new proposals, coverage, and similar subjects," FCC said.

"Additional sessions may be called later when important developments require it."

Persons expecting to take part in the conference were asked to "advise the Secretary of the Commission as far in advance of Dec. 7 as possible." The conference is open to "any licensee or other person associated with or interested in standard band broadcasting and its international regulation."

The present NARBA is slated to expire March 28, 1949, but has been extended for two years by agreement of all the signatory nations but Cuba [BROADCASTING, Nov. 15].

FCC took the lead in setting up the preliminary conferences at the request of the State Dept. Aside from the question of U. S. proposals, the sessions will consider the proposals of other nations "with a view to obtaining the most suitable basis for final agreement" at the NARBA conference, the Commission declared.

The Dec. 7 session will be held in Washington in the Auditorium of the National Museum.

XUM

RADIO WEEK

Nation Joins in Observance

OBSERVANCE of National Radio Week in communities all over the nation last week brought to the attention of Americans the role played by broadcasting in their affairs and pointed to new electronic developments.

The four national networks and regional hookups led the nationwide observance, with individual stations directing local observance in cooperation with the U. S. Junior Chamber of Commerce and dealer groups. Participation of manufacturers and dealers was led by Radio Mfrs. Assn.

Networks worked the theme through many of their programs, including salutes to radio's 28th birthday and documentary presentations. NBC, for example, scheduled Radio Week events on 25 of its programs, starting with Sunday documentaries. In addition many top stars of the networks used the Radio Week theme.

Balcom Talk

Chances that radio will be swallowed up "in our time" by television were discounted Thursday by Max F. Balcom, president of the Radio Mfrs. Assn., who spoke at a meeting of the Radio Executives Club of New York in the Roosevelt Hotel.

"We manufacturers," he said, "are taking sides—and we want to see radio and television continue side by side."

He pointed out that a bigger potential listening audience for radio exists in trying to sell the idea of a radio receiver for every room in the house and for every member of a family. At the same time, he traced the growth of television set production and said it was expected that three million sets will be on the market or in operation by the beginning of 1950.

The meeting was a special luncheon held in connection with national Radio Week and honoring pioneers in the industry.

From Washington, Judge Justin Miller, NAB president, saluted the radio veterans while Paul W. Morency, NAB board member, read a resolution of congratulations passed by the NAB board. Other speakers from Washington were Harold Fair of NAB; Frank M. Russell, NBC vice president, and Sol Taishoff, editor and publisher of BROADCASTING.

Carl Haverlin, president of both BMI and the Executives Club, said after the showing of slides that pictures of historic interest in the development of radio were not so common as is widely believed. Many important pictures along this line have just been thrown away, he said.

He announced that BMI would therefore undertake to become the depository for any such pictures and urged those present to spread the word about sending such photos to BMI for its care.

Radio was dubbed "poor man's television" on Ed Gardner's *Duffy's Tavern*, with a running commentary on listener poll measurements of number of radios "per square listener."

Other NBC stars who accelerated the promotion were Fred Waring, Eddie Cantor, Fibber McGee and Molly, and Tex McCreary and Jinx Falkenberg.

NBC also carried 70 or 80 station break announcements, and other "shirttail" salutes were worked into the major network shows. *Living, 1948*, the network's sustaining documentary (Sundays, 4:30-5 p.m.) hopped the bandwagon with, curiously, *Television—Many Happy Returns*, which actually traced the history of aural broadcasting, while wishing video as happy a future.

Achievement Award

In an annual salute to Radio Week, Mutual's president, Edgar Kobak, presented the 1948 Junior Achievement Award on Sunday, Nov. 14, to the WICC Bridgeport Radio Workshop.

Conducted by 18 high school youths, the radio project is presented all year by WICC, in competition with other Junior Achievement workshop groups. Awards are made for the most outstanding program prepared and presented by the youngsters who are seeking to make radio broadcasting their adult profession.

Prize-winning program and the award ceremonies were broadcast by MBS, 1:45-2 p.m. The winner's plaque is signed by the presidents of the four networks, and by Justin Miller, president of NAB.

A special Mutual broadcast commemorating the 85th anniversary of Lincoln's Gettysburg Address, and re-dedicating the Freedom Train, was made on Friday, Nov. 19, 10:30-11 a.m. Tying in the ceremonies with Radio Week, the broadcast originated from the site of the Lincoln speech, from which point the U. S. document-laden train took off for its second year of touring the country.

Launching the train, and paying tribute to Lincoln, democracy and freedom of speech, was Attorney General Thomas Clark, who awarded Laura Shatto, Hagerstown, Md., a prize for her entry in the "Voice of Democracy" contest sponsored by the NAB. Miss Shatto read her essay, and highlights of the program were rebroadcast on the *Mutual Newsreel* on that night's 9:15-9:30 program.

ABC and WJZ, its New York

(Continued on page 59)

They're Rolling

ONE of the speediest spot television campaigns was made and placed by Foote, Cone & Belding, New York, last week for its client Rheingold Beer. On Friday, Nov. 12, when the beer strike was lifted, Roger Pryor, television director, and George Wolf, assistant television director, were assigned to film a one-minute video spot of the beer trucks rolling again for Rheingold. Monday, Nov. 15, the spots were presented on New York Stations WJZ-TV WABD WPIX WCBS-TV beginning a five-day cam-campaign.

Dec. 31 Deadline On duPont Awards

ENTRIES for the 1948 Alfred I. duPont Radio Awards must be submitted on or before Dec. 31, W. H. Goodman, secretary of the Committee of Awards, announced last week.

The duPont Radio Awards Foundation this year will confer two station awards and one commentator award of $1,000 each [BROADCASTING, Sept. 27]. The awards to one large and one small station are presented "for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the communities served by these stations respectively."

Commentator award is "in recognition of distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, independence and public service through the medium of radio."

Entries and supporting data should be addressed to Mr. Goodman in care of the Trust Dept. of the Florida National Bank, Jacksonville, Fla.

RICHARDS

Probe of News Policies Ordered

A HEARING to investigate the news policies of G. A. Richards, owner of KMPC Los Angeles, WJR Detroit and WGAR Cleveland, was ordered by FCC last week [CLOSED CIRCUIT, Nov. 15].

The hearing will be held before Comr. E. M. Webster, the Commission's only political Independent, probably starting in Los Angeles in January followed by sessions in Detroit and Cleveland. General Counsel Benedict P. Cottone appears likely to serve as FCC counsel for the proceeding.

FCC issued its hearing order on its own motion after months of investigating charges of the Radio News Club of Hollywood that Mr. Richards had ordered KMPC staff members to slant news against members of the late President Roosevelt's family and against certain minority groups and Communists [BROADCASTING, March 29, 8].

Mullen Statement

Within a few hours of FCC's announcement of its hearing order, Frank E. Mullen, now president of the three stations, issued a statement declaring there was no justification for the charges and voicing confidence that they "will be shown to be without foundation."

One of few such proceedings in FCC annals, the hearing is actually a hearing to determine whether a hearing should be held.

If the Commission finds the charges unfounded, then Mr. Richards and the stations will be given a clean bill of health. If not, the next step would be another hearing—either via revocation proceedings or through action on renewal applications.

Although FCC said its own probe tended to substantiate the charges, its choice of an investigatory hearing was considered a less severe method of approach than the more commonly used revocation or renewal proceedings.

A long-drawn hearing is expected. The Commission will proceed first, putting on the results of its investigation and the testimony of principal witnesses questioned during the probe. These may appear voluntary but may be subpoenaed if necessary. A recess may then be taken if the Richards interests need additional time to marshal their evidence.

In the hearing, the Richards interests will be represented by Louis G. Caldwell of the Washington office of Kirkland, Fleming, Green, Martin & Ellis, counsel for WJR and WGAR, and by Horace L. Lohnes of Dow, Lohnes & Albertson, also of Washington, for KMPC.

It was confirmed late Friday, as BROADCASTING went to press, that former Senator Burton K. Wheeler, now practicing law in Washington and Montana, had also been retained as counsel.

Richards Complies

Both the Commission and Mr. Mullen, in their respective releases, noted that Mr. Richards already had complied with an FCC request for a detailed written statement.

Data presented in denial of the

(Continued on page 70)

A Wise Old Bird

Nobody quite knows why the owl is supposed to be so wise. But ever since the ancient Greeks made him sacred to their Goddess of Wisdom, the owl has been supposedly a wise old bird.

There are some wise old birds among timebuyers too. It's easy to spot them. The wise ones buy W·I·T·H, the BIG independent with the BIG audience.

They know that W·I·T·H is the big bargain buy in the nation's sixth largest market. They know that W·I·T·H regularly delivers more listeners-per-dollar than any other station in town. They know that W·I·T·H covers 92.3% of all the radio homes in the Baltimore trading area.

Are you among these wise ones? If not, call in your Headley-Reed man today and get the full W·I·T·H story.

W·I·T·H

AM Baltimore Maryland **FM**

Tom Tinsley, *President* • *Represented by* Headley-Reed

THANKS

THANKS for the audience that keeps on growing.

THANKS for those happy, happy Hoopers.

THANKS for the great number of advertisers who have put repeat schedules on our station.

THANKS for the many kind words from agencies and advertisers.

THANKS for the new schedules for spots and programs in 1948.

THANKS for the advance business which indicates 1949 is going to be a banner year.

WHHM

More Listeners per dollar in Memphis

MEMPHIS, TENN.

Patt McDonald, Manager

FORJOE & CO., Representatives

Member
Association of
Independent
Metropolitan Stations

ZENITH TV SETS

Mass Production Under Way

MASS production of Zenith Radio Corp.'s long awaited line of television receivers has begun, Commdr. E. F. McDonald Jr., president of the company, will announce today.

Nine different Zenith TV sets are scheduled to go on sale in the Chicago area next Monday and they will be introduced into other areas throughout the country "as rapidly as expanding production permits," Commdr. McDonald will say.

Included will be two table, four console, and three console combinations that include TV, FM, and AM and a silent speed record changer with twin "Cobra" tone arms for playing both regular and long play records.

Feature of the new models is a luminized "giant circle" screen which is built in three sizes for different models. The picture is "larger, sharper, clearer, and brighter and is fully equal in quality to a 16mm movie," according to H. C. Bonfig, vice president.

"It is so brilliant that it can be watched comfortably in a well lighted room, and can be seen distinctly from wide side angles that are impossible with conventional design," he says.

Bull's Eye

Another innovation in the Zenith's TV's is the "Bulls Eye" automatic tuner, which the company claims makes operation as easy as with radios with automatic tuning.

In ordinary operation all that is required to go from station to station is to turn the tuning knob, which automatically locks into proper position all of the tuning factors for both audio and video circuits. There is also a volume control and contrast control which may be set for individual preference, and supplementary adjustments for special uses.

Purchasers are protected against obsolescence when the new ultra high band channels are assigned to TV by the "Bulls Eye" innovation. It provides for automatic tuning of 13 different TV stations, whether in the present TV wave band or in the new ultra high band.

When new stations go on the air in the ultra high band, unused tuning strips in the set can be replaced with appropriate strips for the new stations by any serviceman, according to Mr. Bonfig. He says the operation is almost as simple as installing a new tube.

Each Zenith TV set has a plug in for connection to Phonevision, the company's dream of making possible home showing, for a fee, of first run Hollywood movies and other costly entertainment that is too expensive for sponsorship.

In any community where Phonevision systems become available, a serviceman can attach an adapter unit. Then owners will be able to enjoy high priced entertainment and be billed for it at the end of the month, Zenith plans.

The new models include both period styles in mahogany and blonde modern designs. Prices range from $389 to $1,150, not including installations.

COMMISSION DELETES TWO AM AND ONE FM

TWO AM stations and one FM outlet were deleted by the FCC last week.

The Sayre Printing Co., Sayre, Pa., was granted dismissal of its permit for FM station WCKA Sayre. Firm told Commission it has been experiencing difficulty in obtaining an AM station and does not wish to construct an FM outlet and AM operation.

Permit for WLNR Lawrenceville, Ill., 1 kw daytime on 1300 kc, was cancelled by the Commission for failure to file technical data relating to site. Condition had attended original grant in April. CP was in name of Raleigh M. Shaw.

Permit of KWGN Readsport, Ore., 250 w fulltime on 1340 kc, was dropped at request of applicant, Western Oregon Broadcasting Inc. CP also had been granted in April.

Glatzer Gets New State Dept. Post

MORTON GLATZER, policy and information specialist with the State Dept.'s International Broadcasting Division, has been appointed acting assistant chief in charge of the Division's Washington office. The announcement was made last Thursday by Charles W. Thayer, IBD acting chief.

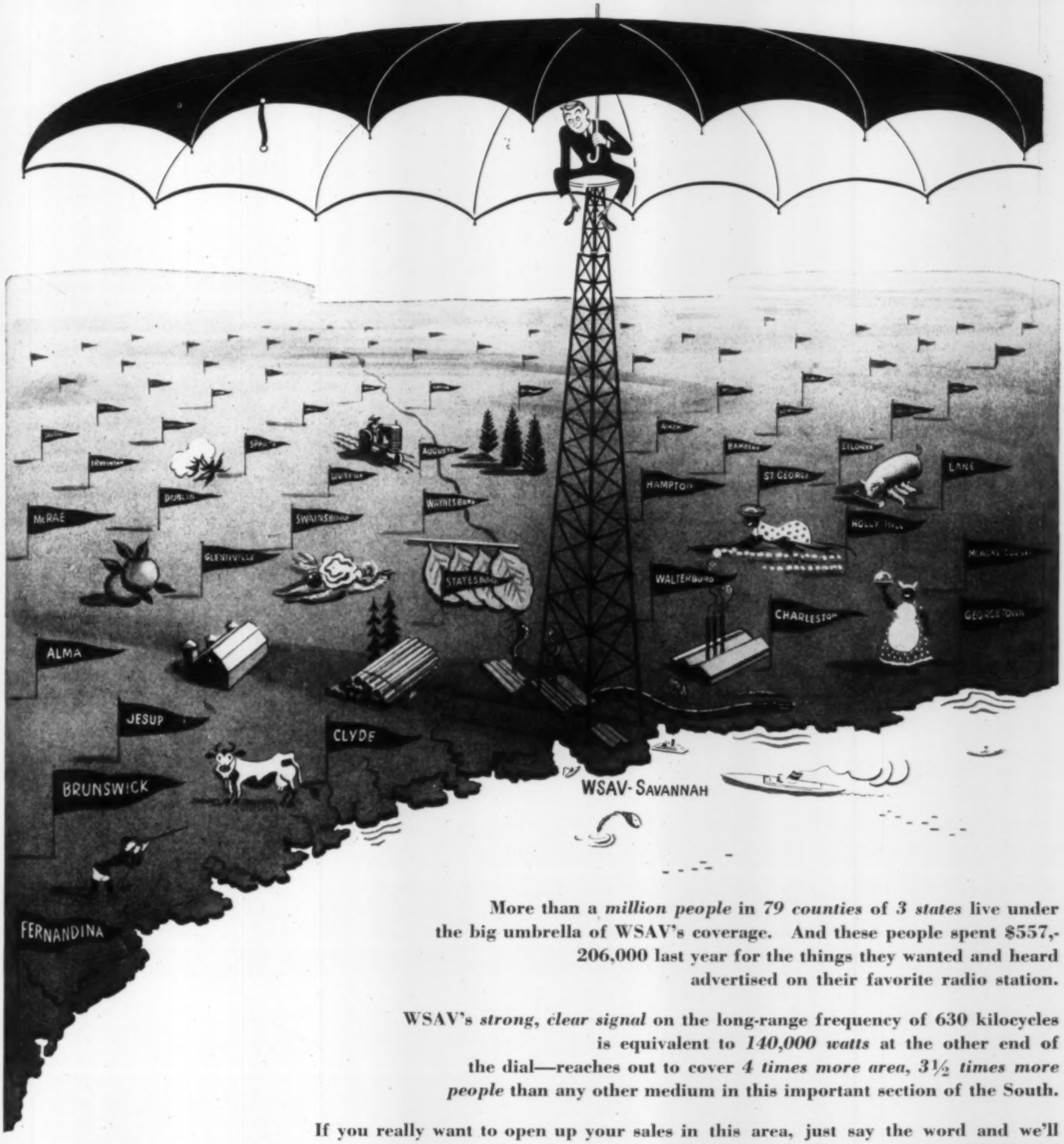
Mr. Glatzer, who has served as IBD representative at CBS since October 1947, succeeds Mrs. Mary Sanders, transferred to the New York office on special assignment. Mrs. Sanders has been filling the duties of Mucio Delgado, who had served actively as associate chief of the Washington branch.

Mr. Delgado currently is attending the International Conference on High-Frequency Broadcasting in Mexico City as an advisor.

In addition to supervising Washington operations of the "Voice of America," Mr. Glatzer will act as liaison man between IBD and other government agencies.

A former New York newspaperman, Mr. Glatzer formerly was in IBD's policy control as an information specialist. During the war he organized mass media service and communications for the U. S. Information Service in Italy. He has also been news editor for OWI in New York, and associate chief of the Cable-Wireless Division, Interim Information Service of the State Dept.

We've got 'em covered


SPARTA
IRWINTON
AUGUSTA
DUBLIN
WAYNESBORO
McRAE
SWAINSBORO
GLENNVILLE
STATESBORO
AIKEN
BAMBERG
ST GEORGE
HAMPTON
LANE
HOLLY HILL
WALTERBORO
CHARLESTON
GEORGETOWN
ALMA
JESUP
CLYDE
BRUNSWICK
FERNANDINA
WSAV-SAVANNAH

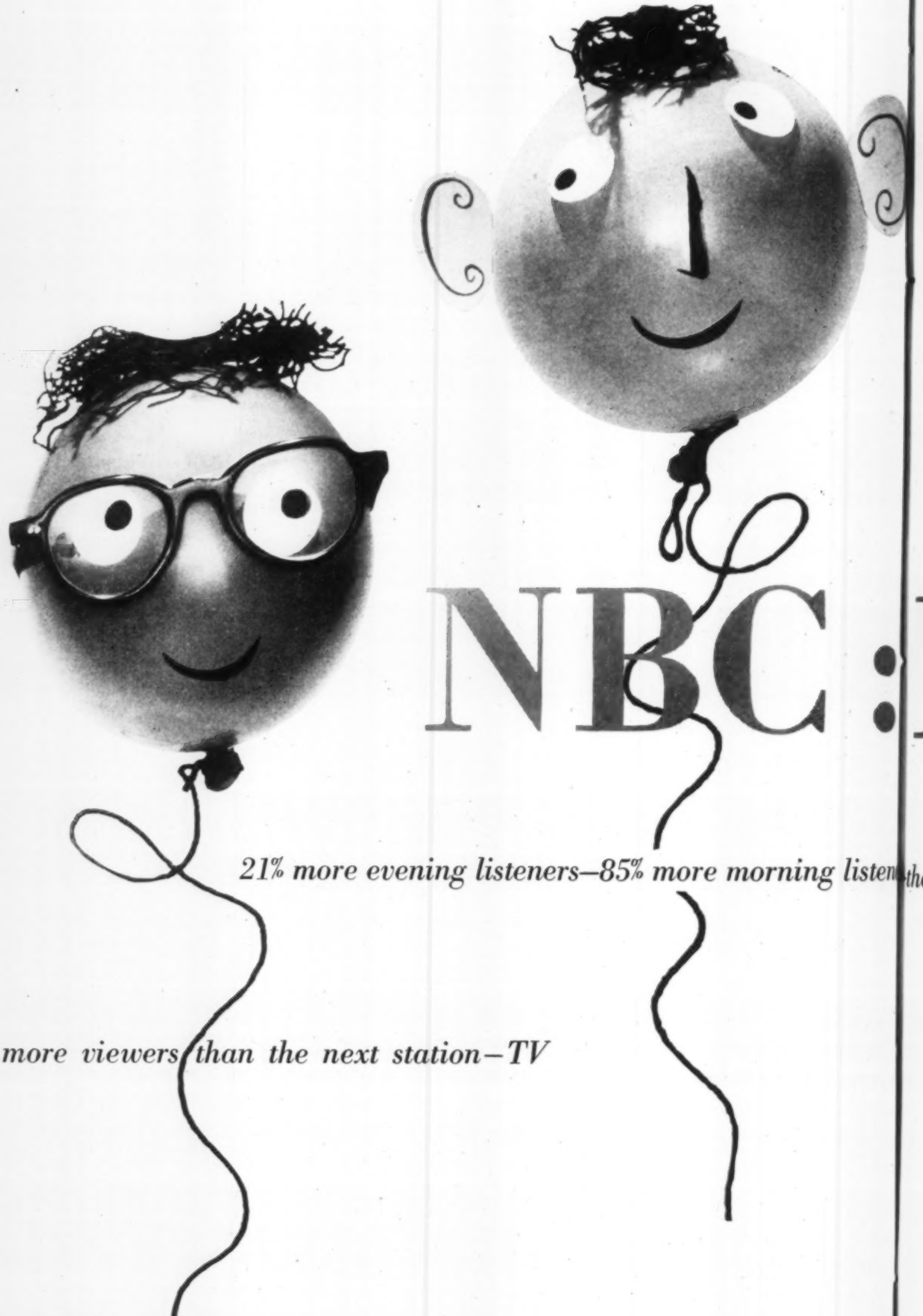
More than a *million people* in *79 counties* of *3 states* live under the big umbrella of WSAV's coverage. And these people spent $557,206,000 last year for the things they wanted and heard advertised on their favorite radio station.

WSAV's *strong, clear signal* on the long-range frequency of 630 kilocycles is equivalent to *140,000 watts* at the other end of the dial—reaches out to cover *4 times more area, 3½ times more people* than any other medium in this important section of the South.

If you really want to open up your sales in this area, just say the word and we'll keep you covered with *630 in Savannah!*

It's 630 in Savannah WSAV

630 kc.
5,000 watts
Full Time



NBC:

21% more evening listeners—85% more morning listen

115% more viewers than the next station—TV

THE NATIONAL BROADCAST

:No. 1

sten than the next network–AM

the story is simple:

when a single major event, like the election, provides the programming of all broadcasters, it's NBC's coverage that draws and holds the most listeners—and viewers.

the reason is simple:

NBC means thoroughness—thoroughness demonstrated last week in speed and accuracy of reporting . . . in numbers and authority of commentators . . . in ability to present the right political figures at the right times . . . in tenacity of service to the public through the continuous all-night and all-morning programming.

the conclusion is simple:

to advertisers, that thoroughness in special service means radio's and television's biggest audiences—just as the greatest programs week after week have always made NBC audiences the largest.

For top shows of the week or top story of the year, NBC is thoroughly—AM or TV—America's No. 1 Network.

SOURCE:

Radio—Hooper 36-city survey 9-11 pm average November 2; 8-12 am average November 3.

Television—Hooper New York survey 9-11 pm average November 2.

T G COMPANY

A Service of Radio Corporation of America

We are pleased
to announce the
appointment of

GEORGE P. HOLLINGBERY CO.

NEW YORK SAN FRANCISCO CHICAGO
LOS ANGELES ATLANTA

as National Representatives
for

WVNJ

NEWARK NEW JERSEY

WMCA 570 620 WNBC 660 WOR 710 WJZ 770
kc

New Jersey's Most Powerful
Radio Station

5,000 Watts
620 KC
Day and Night

Our rates are thrifty for coverage of rich North Jersey and New York City.

NEWARK BROADCASTING CORPORATION
45 Central Ave., Newark 2, N. J.
Mitchell 3-7600
New York phone Cortland 7-5325
IVON B. NEWMAN, Vice President and General Manager

KRSC-TV

Seattle Station Planning New Program Formula

KRSC-TV Seattle, due to start operation on Thanksgiving Day as that city's first video station, has evolved a formula for programming which it hopes will keep its operation costs "within reason," P. K. Leberman, owner of KRSC and its new TV associate, told BROADCASTING last week.

At the outset, Mr. Leberman said, KRSC-TV will limit its live programming to remote pickups of sports and other events of local interest.

The balance of its broadcasts will be film, he said, including both kinescopic recordings of the most popular CBS, NBC and DuMont programs with Eastern audiences and a group of films from Frederic W. Ziv Co., including 41 feature pictures and 35 Westerns.

Kinescopic Cost

The cost of kinescopic recordings for sustaining use in Seattle ranges from $60 an hour to twice that price, Mr. Leberman reported. He expressed the hope that KRSC's first year operating budget would not exceed a third or a fourth of the multi-hundred thousand dollar estimates usually made for first year operation of a TV station.

KRSC-TV will operate a five-day, Wednesday-through-Sunday, schedule to start, Mr. Leberman said. It will sign on at 5:15 p.m. with 45 minutes of kid shows—the CBS *Lucky Pup* half-hour puppet show, a Western serial and a cartoon. From 6 to 7, the dinner hour, KRSC-TV will be off the air, returning at 7 with the evening schedule for adult members of the family.

"That way, we get the kids out of mother's hair while she's getting dinner," he explained, "and the break gives her a chance to get them fed and to bed before the evening programs start."

Evening schedule will start with a quarter-hour of news, ten minutes of the INS Telepix service which will be sponsored across the board by Frederick & Nelson, Seattle department store, and five minutes of local news and photos supplied by the Seattle *Post-Intelligencer*.

Kinescopic recordings of eastern network programs will occupy the next hour or so, with sports or feature movies concluding the evening.

KRSC-TV has an arrangement with the U. of Washington to broadcast its basketball games this winter and will also cover the local hockey matches. Where local sports are not available it will use video recordings of the DuMont boxing and wrestling shows in the East.

Discounting as "exaggerated" reports that KRSC-TV would start off "operating in the black," Mr. Leberman said that he'd prefer to talk about economics after the station has been on the air for a while and he has some actual facts to go on.

He said that things look good, however, reporting that in the first four days of selling the station had sold all its between-program spots on 13-week contracts.

Mr. Leberman said that he thought KRSC-TV had rung up a record in construction. Ground for the building was broken Aug. 23, test patterns were on the air Nov. 8 and programming will begin Nov. 25.

He paid tribute to the Seattle television set dealers who have conducted an energetic promotion campaign designating Nov. 25 as "T Day" in the city [BROADCASTING, Nov. 8]. This group is also sponsoring an hour-long afternoon telecast during the first week the station is on the air.

Mr. Leberman said that instead of a solid hour of entertainment, 15- or 20-minute programs would be separated by ten minutes of test patterns to give the dealers a chance to sell sets to live prospects and to clear their showrooms of non-buying lookers.

Frederick & Nelson has also cooperated in the advance promotion by letting KRSC-TV telecast fashion shows from the store's tea room on Nov. 9 and 10, picking up the shows on 14 receivers throughout the store and in its main window.

On Nov. 19 the station staged a variety show in the Chamber of Commerce auditorium for leading business men who could watch both the show on the stage and its reception on sets throughout the hall.

A feature of the station's first-week programs will be a 20-minute film of highlights of the Notre Dame-Washington U. game to be played at South Bend, Ind., Nov. 27.

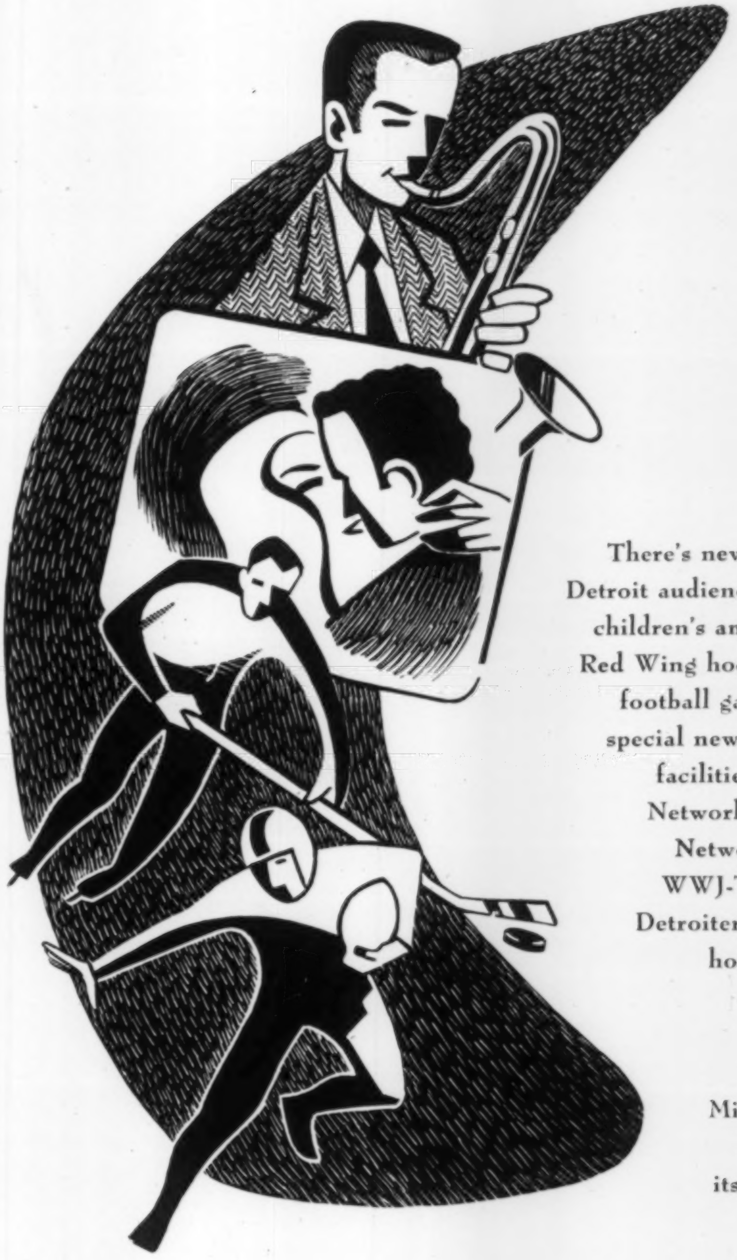
Paramount Pictures will film the game and fly the condensation to Seattle for broadcast early the following week, with Admiral Radio Corp. as sponsor. Admiral will also hold a meeting of its Seattle dealers that night to watch the program.

Argument Set Jan. 17 On Multiple Ownership

ORAL ARGUMENT was scheduled last week by FCC for Jan. 17, 1949, on its proposed amendment of rules to limit ownership of AM, FM and TV stations.

Reported in August, the FCC's proposed policy would limit the number of AM stations under common control to five, FM to six and TV to five [BROADCASTING, Aug. 23]. Number of stations in which minor holdings would be allowed also were assigned maximum limits.

Almost unanimous opposition to the Commission's proposal has been expressed by networks and stations filing briefs in the proceeding [BROADCASTING, Oct. 4].



from music and movies.... to pucks and pigskins

There's never a dull moment for WWJ-TV's Detroit audience. Symphony and popular music, children's and women's programs, full length movies, Red Wing hockey games, University of Michigan football games, wrestling matches, prize fights, special news events . . . through WWJ-TV's own facilities, through the NBC Midwest Television Network, and soon through the NBC National Network. Every day is a busy day for WWJ-TV's staff, and an enjoyable one for Detroiters who are keeping television manufacturers hopping to catch up with the demand.

WWJ-TV, first television station in Michigan, is an ESTABLISHED advertising medium producing gratifying results for its many advertisers in a market that is currently one of the High-Spot cities of the nation . . . with a backlog of orders for new cars that foretells a prosperous future, as well. IT'S WORTH LOOKING INTO!

FIRST IN MICHIGAN . . . *Owned and Operated by* THE DETROIT NEWS

***National Representatives:* THE GEORGE P. HOLLINGBERY COMPANY**

ASSOCIATE AM-FM STATION WWJ

WWJ-TV

NBC Television Network

Radiorama

HUNTERS gather for pheasant hunt at Aberdeen, S. D., sponsored by Minneapolis and St. Louis Railroad. Group includes (l to r): George M. Stewart, Minneapolis lumber executive; Frank Morgan, radio and movie comedian; Edwin W. Pauley, oil and television magnate; A. E. Joscelyn, CBS director of operations for KNX Hollywood.

TENTH consecutive year on Lone Star Chain and 16th year on WBAP-570 Fort Worth originating outlet, is launched for Bewley's Best Flour and line of feeds. Show is *Bewley's Chuck Wagon Gang.* L to r: Harold Hough, WBAP director and Lone Star president; John Stewart, account executive, Glenn Advertising, and W. P. Bomar, Bewley Mills president.

OPERATIONAL details for joining WGN-TV Chicago and CBS Television Network [BROADCASTING, Nov. 15] are discussed by (l to r) Carl Meyers, WGN chief engineer; Frank Schreiber, general manager and treasurer, WGN Inc.; Frank Falknor, assistant general manager, WBBM (CBS) Chicago, and Leslie Atlass, WBBM general manager and CBS Central Division v.p.

MEN behind the mike on *Philip Morris Playhouse*, CBS, Friday, 10 p.m. (EST), discuss plans for future programs. They are (l to r) William Spier, producer-director of the series; Bruce Dodge, producer for Biow Co., agency, and John E. Hamm, radio department manager at Biow's New York headquarters.

AGREEMENT for airing of *The American Way* on KFI Los Angeles is reached by (l to r) William Miller, executive secretary of L. A. Town Hall; William Ryan, KFI general manager, and Francis Lindley, Haynes Foundation.

ONE of Midwest's largest TV time deals—Household Finance Corp.'s sponsorship of Detroit Redwings on WWJ-TV Detroit—is completed by (l to r) James Cominos, LeVally Advertising Agency; Bill Walbridge, WWJ-TV sales manager; Newell Schwin, Household Finance advertising director, and George P. Hollingbery, head of own representative firm.

DISCUSSION of BMB at ANA convention last month in New York is held by (l to r) Joseph Allen, vice president, and Don Frost, assistant advertising manager of Bristol-Myers, and Hugh Feltis, BMB president.

OADCAST MEASUREMENT
UREAU

THE GLORIA SWANSON HOUR . . . fashions, cooking, interviews, decoration, homemaking, budgets . . . in four fifteen minute segments . . . every Thursday night at 8:00 P. M.

TELEPIX . . . fast, complete coverage of the news . . . already rated best newsreel on the air . . . ten minutes daily at 7:30 P. M., plus twenty minute Sunday Roundup, same time.

Variety . . . for volume!

To find the widest range of remote pickups and studio presentations . . . best coverage of news, sports, special events . . . helpful programs for the homemaker . . . teen age entertainment, children's shows . . . movies, music, public service presentations . . . check Channel 11 and WPIX! . . . major medium in a new major market, and big enough now to make both medium and market a must on any plans for sales promotion in New York!

Programs on WPIX currently available for sponsorship and syndication offer an unusual opportunity . . . are franchises of growing value! For full facts and details on rates and costs . . . write, wire, phone . . .

WPIX • THE NEWS Television Station
220 E. 42nd St., N. Y. C. . . . MUrray Hill 2-1234
Represented outside New York City by
FREE & PETERS, 444 Madison Ave., New York 22

WPIX
NEW YORK CITY • CHANNEL 11

WWL 1st

NEW ORLEANS

...in the Deep South—Based on Latest Listener Diary Study!*

1. WEEK AS A WHOLE .... WWL 1st by almost 3½ to 1

2. ALL QUARTER HOURS .. WWL 1st —wins 87% of them; 89.5% in daytime

3. PARTS OF DAY ...... WWL 1st in every one

4. STRIP PROGRAMS .... WWL 1st in net weekly audiences

This is definite proof
FOLKS TURN TO ..... WWL 1st

NEW ORLEANS

A Department of Loyola University

*Listener Diary Study made by Audience Surveys, Inc.—from accurate cross section of the 559,970 families in the 94 counties credited with 50% or better, day and night coverage (BMB). Ask to see the complete survey; your Katz Agency representative has it.

WWL . . . 50,000 watts—High-power, low-cost coverage of the Deep South—dominating this new-rich market

CBS AFFILIATE • • • REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

Baltimore Stations Say 'Gag' Illegal

Answers to Court Charges Hold Rule Unconstitutional

FOUR Baltimore stations allege that contempt citations filed against them by the city's Supreme Bench are unconstitutional and that they are not in contempt for broadcasting statements by public officials about a murder case. A fifth station, WSID in suburban Essex, claims it is outside the court's jurisdiction.

Answers to the court's charges were filed by WBAL, WCBM, WFBR and WITH. Joining in the WITH reply was James P. Connolly, news editor, only individual charged with contempt.

WCBM argued that the court's Rule 904—known as the "Baltimore Gag"—restricts freedom of speech and press and "is on its face so vague and ambiguous that men of common intelligence must guess at its meaning." Through its attorney, J. Purdon Wright, WCBM denied its broadcasts prejudiced the rights of a man accused of murder.

The rule was declared in violation of the First and Fourteenth Amendments of the U. S. Constitution and Article 40 of the Maryland Declaration of Rights.

Charges Restraint

WFBR charged the rule as administered constitutes a previous restraint on publication. In an answer by its attorneys, William L. Marbury and John W. T. Webb, the station admitted the broadcasts but said the statements were given to United Press in a telephone conversation with the police commissioner. Rule 904, which restricts publication of statements between arrest and verdict, was termed in violation of Article 26 of the Maryland Code. Punishment of the station for contempt would deprive it of the right of trial by jury, the station contended.

WITH charged the court rule is unconstitutional and claimed its broadcast was on the air at 7 p.m., 45 minutes before the defendant was formally charged with murder. The station held the alleged offense did not constitute "a clear and present danger to the impartial administration of justice."

WBAL, through Karl F. Steinmann, attorney, set forth exceptions to the allegations by the court. The broadcasts, it claimed, were not in contempt of court, did not embarass the court, did not obstruct justice and were not in violation of any court rule. WBAL argued the order is an unreasonable and arbitrary exercise of a claimed judicial power.

SUNDAY, Nov. 28, at 4:30 p.m., *Metropolitan Opera Auditions of the Air* returns to WJZ New York with Wilfrid Pelletier, Metropolitan Opera conductor at podium and Milton Cross, as commentator. Farnsworth Television & Radio Corp., Fort Wayne, Ind., will sponsor, through Warwick & Legler, New York.

Heave Ho, Herson

FOR the third straight year, Bill Herson, announcer on the early morning *Timekeeper* program on WRC Washington, will be master of ceremonies at the U. S. Naval Academy football rally Thanksgiving Day. The celebration, which is in preparation for the Army-Navy game, will be held in Mahan Hall at Annapolis and the 9 to 9:30 a.m. period is to be broadcast by WRC. The Naval Academy Band is scheduled to appear, along with several other musical organizations from the Academy, plus football coaches and players.

Telestatus

(Continued from page 16)

ment and explore, to find new techniques and improve the old."

Another exponent of the trained radio newsman rather than the inexperienced going into video news work is Allen Martin, director of news for WPIX (TV) New York.

Mr. Martin suggests that the man planning to enter TV news should "begin thinking visually as early as possible," and should learn something about the tools of the trade—cameras, high-speed Houston developers, printers, etc.

Reading on the subject is an aid, but, "as in most jobs, experience in television is the best teacher."

"If anyone is really interested in what my advice is," Mr. Martin says: "Don't worry about television, you'll probably be in it before you realize it and know as much about it as the next guy, but your stomach will never be quite the same!"

News coverage on the West Coast presents quite a different set of problems, where any event more than 50 miles from the transmitter has to be covered on film.

Jonathan C. Rice, news editor at KTLA (TV) Los Angeles, discusses national news coverage through the use of prepared still and motion pictures. News of a civic nature is handled there by specially compiled film on the program *Your Town*. The film is prepared in cooperation with the City of Los Angeles and is "an exclusive local newsreel presenting developments of a civic nature in and around Los Angeles."

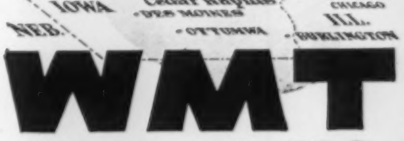
Further news coverage is presented through live programming which features "interesting personalities, news sidelights and new developments in the world of science, medicine, fashion, photography, etc."

To round out the full schedule of news, Mr. Rice adds that "local stories of major importance are covered by KTLA . . . and presented on the day of the news break . . . on film with a staff-written commentary."

No Fallen Arches in Keystone (IOWA)

Salesmen don't have to wear their arches to the nub in Keystone . . . WMT gets around for them. The town itself isn't much bigger than a statistic, but when added to the Big Rocks and Stone Cities and 1058 other towns and cities in WMTland, it becomes a part of one of the world's most prosperous markets.

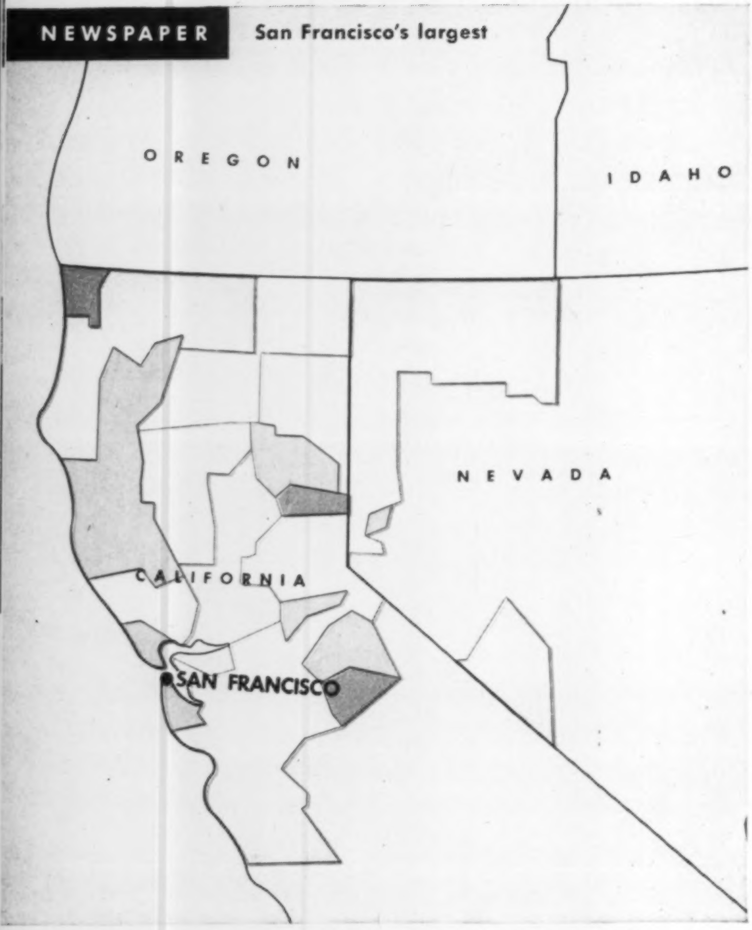
The way to build a triumphal arch of sales into this area is clear: use WMT, Eastern Iowa's only CBS outlet. Ask the Katz man for full details.



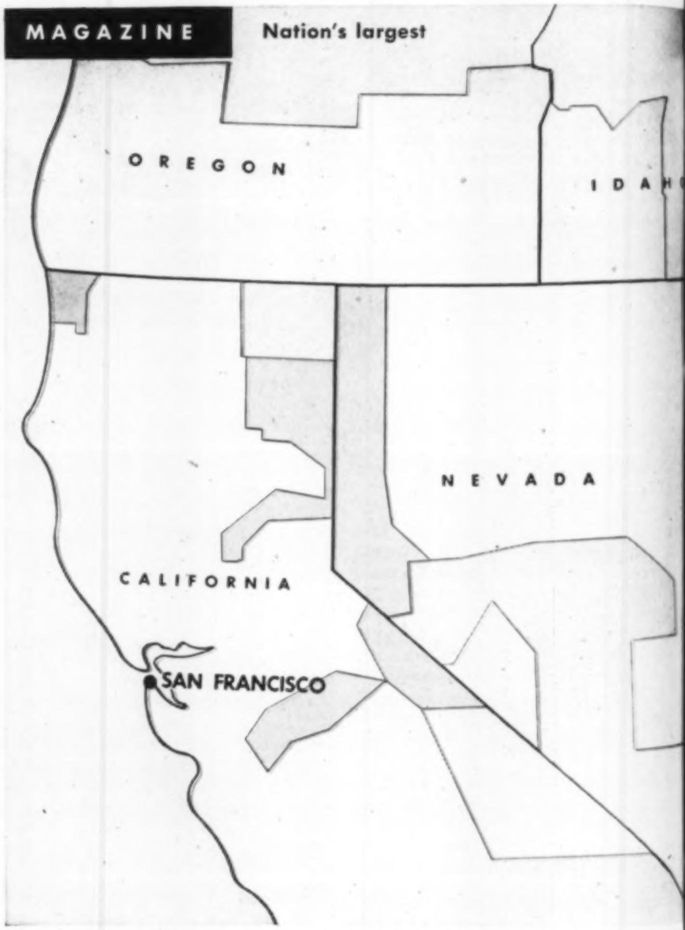
WMT
CEDAR RAPIDS
5000 Watts 600 K.C. Day & Night
BASIC COLUMBIA NETWORK

Your *prospects* may blanket the area bu

If your product is a mass consumer item, you obviously want your advertising to reach the maximum number of prospective customers . . . and miss the fewest prospects possible. How many prospects are being *missed* by your present advertising? Are you


NEWSPAPER
San Francisco's largest
OREGON
IDAHO
NEVADA
CALIFORNIA
SAN FRANCISCO

Total circulation in area — 231,368 (Audit Bureau of Circulations 3/31/47)


MAGAZINE
Nation's largest
OREGON
NEVADA
CALIFORNIA
SAN FRANCISCO

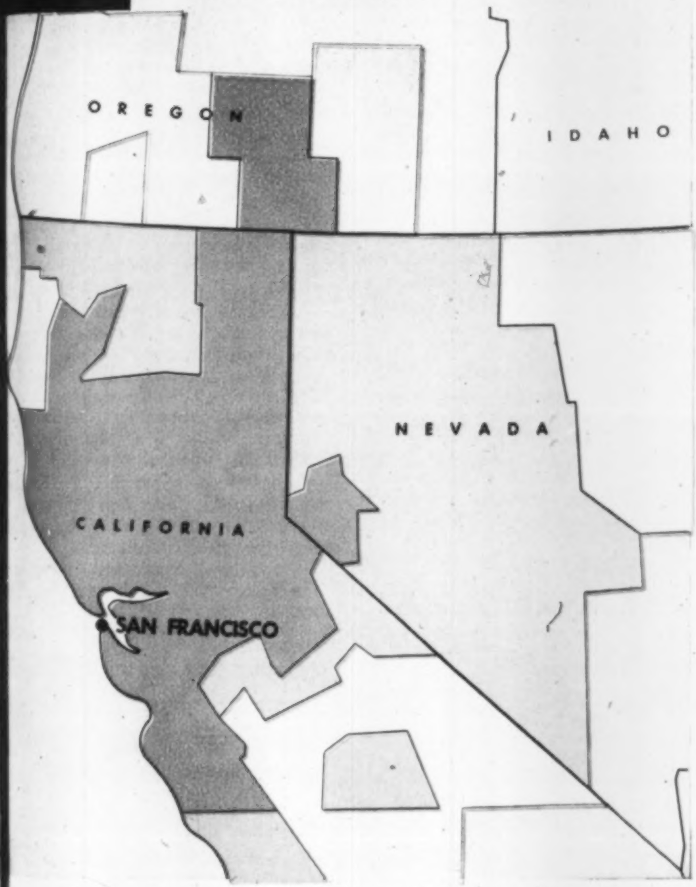
Total circulation in area — 284,787 (Source available on request)

NBC

but does your advertising?

using the medium that *saturates* the areas where your prospects live? . . . Here are three maps of the San Francisco area including *all* the counties where your northern California prospects live. Which medium reaches the most . . . misses the fewest . . . for you?

RADIO San Francisco's leading station—KNBC



Total audience in area (daytime)—936,210 (BMB—1946)

KNBC is just one example of the complete market penetration of stations represented by NBC Spot Sales. For a similar analysis of any of the markets listed below, call your nearest NBC Spot Sales Office. You'll be amazed at how thoroughly these stations blanket the areas where your prospects live.

New York	WNBC
Chicago	WMAQ
Philadelphia	KYW
Cleveland	WTAM
Washington	WRC
Boston-Springfield	WBZ-A
San Francisco	KNBC
Pittsburgh	KDKA
Denver	KOA
Schenectady	WGY
Fort Wayne	WOWO

LEGEND

■ 50 to 100% of total families reached
▨ 25 to 49% of total families reached
☐ 10 to 24% of total families reached

POT SALES

YORK · CHICAGO · HOLLYWOOD · CLEVELAND · WASHINGTON · BOSTON · SAN FRANCISCO · DENVER

Man Who Comes To Dinner Stalks Turkey

He stalks turkey on his Maryland farm—and politicians on his Washington beat, deriving nourishment from the former and news from the latter. Feathers frequently fly as a result of his one-man campaigns against bureaucracy—and his loyal nightly dinner-time audience shares many a meaty morsel.

Currently sponsored on more than 300 stations, the Fulton Lewis, Jr. program is the original news "co-op." It affords local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

On All Accounts

(Continued from page 12)

pating spots, and wrote and aired the show, *Aerial Columnist*, a half-hour program of songs, organ music, and news comments. The rest of the day, he says, he sold time for other WKBW programs.

In July 1930 he married Lucille Pierce, a composer and concert pianist. They moved to Washington, D. C., that November.

Courtland sold WOL Washington on his *Aerial Columnist* program on a 50% basis—25% for selling it and 25% for airing the program. Again he combined spot-selling and announcing.

The agency field beckoned, however, and he set up a radio department for Kal Co. With the radio spot field limited to one D. C. agency (Ryan), Courtland decided to launch his own in March 1932.

Mr. Ferguson works on the theory that "the small advertiser of today is the large advertiser of tomorrow." Yet he views with alarm rising radio rates which tend to discourage, indirectly, potential spot-users.

Courtland attributes at least 50% of the agency's success to his wife, Lucille — and not without reason. Periodically since they were married, she has composed a host of songs and ditties which frequently have proven the well-spring for future commercial slogans and copy in spots.

She is also part owner of the agency.

The Fergusons, who live in Kenwood, Md., have two children, Lucille, 14, and Courtland, 10. For hobbies, Courtland served for seven years as president of the Northwestern U. Alumni Club of D. C. His present interests are swimming and tennis and—"Don't Look Now . . ."—also selling spots.

CCNY RADIO POSTS FILLED BY BARRERE

CLAUDE BARRERE, serving his fifth year as Radio Executives Club secretary, has been appointed executive secretary of the Annual Broadcasting and Business Conference conducted by the City College of New York, School of Business. Mr. Barrere has also been placed in charge of radio public relations of the evening and extension division of the college.

Mr. Barrere is at present conducting his own program representation office in New York. Formerly he was associated with NBC as syndicated sales manager in the recording division, and later assistant promotion manager for WEAF, now WNBC New York.

The conference, which has added television to its list of awards this year, will be held in the spring of 1949. The annual event brings together sponsors, agency reps, program producers and radio and video broadcasters for discussions on commercial broadcasting.

FM for Timebuyers

WCSI (FM) Columbus, Ind., has purchased FM receiving equipment for its national representative, McGeehan & O'Mara, Chicago. Timebuyers have been invited by letter to visit the McGeehan & O'Mara offices and listen to "static-free FM."

Feature

(Continued from page 12)

trols, the helicopter rose vertically to a point 400 feet above the transmitter, 200 feet above the existing tower. A thousand watts of power were fed through the cable to the aircraft's antenna for transmission.

For 25 minutes Mr. Robinson kept the helicopter with its airborne antenna hovering 400 feet above ground while consulting engineers checked known areas of distortion to determine if the additional height had solved the problem.

It hadn't. WWHG had spent only a few hundred dollars on a project which might have cost thousands.

Plans are now being made to use a similar helicopter-antenna-ground transmitter combination to check various new antenna locations.

According to Mr. Robinson the new system "saved WWHG the cost of constructing a new high antenna by proving it useless, and it proved an effective, efficient and economical method for checking, in advance, the value of any proposed sites for FM or TV transmitters."

On the basis of services rendered WEBR Buffalo last April [BROADCASTING, April 19], Mr. Robinson feels the time required for field intensity tests, conducted by means of a helicopter, can be cut to one day.

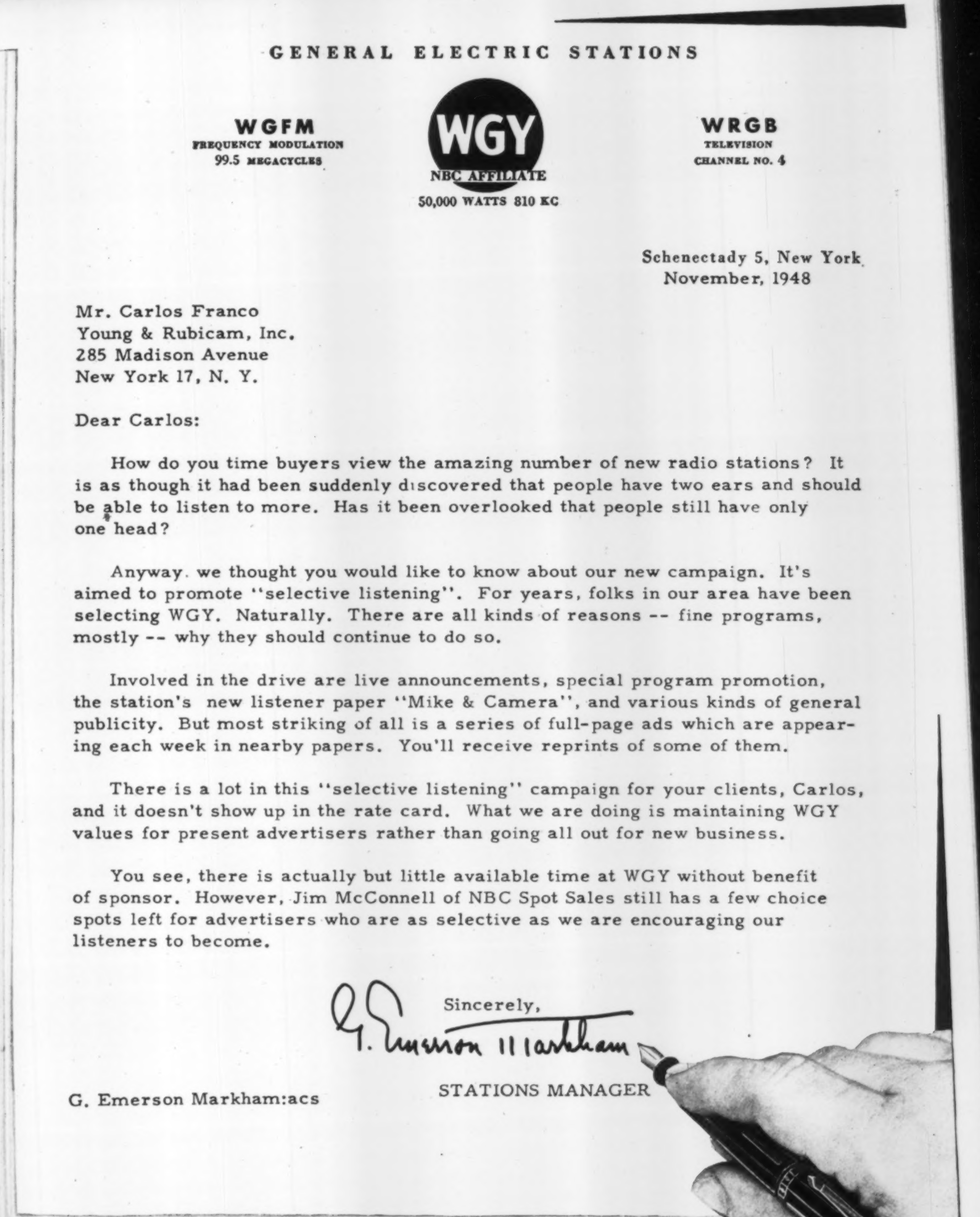
WMCT (TV) STARTING DATE TO BE DEC. 11

WMCT (TV), licensed to the Memphis *Commercial Appeal*, plans to begin regular programming Dec. 11, the station management announced last Monday.

Installation of RCA transmitter and studio equipment and the erection of a 750-ft. tower supporting an FM pylon and TV batwing antenna have been completed.

WMCT test patterns, begun Nov. 8, are on the air Monday through Saturday, 10 a.m.-12 noon and 1-5 p.m. First test of programming was a telecast of the Tennessee-Mississippi football game on Nov. 13. WMCT is on Channel 4 (66-72 mc).

TEMPLETONE RADIO Mfg. Corp., New London, Conn., announces production of its first television receiver. Receivers are now on the market.



GENERAL ELECTRIC STATIONS

WGFM
FREQUENCY MODULATION
99.5 MEGACYCLES

WGY
NBC AFFILIATE
50,000 WATTS 810 KC

WRGB
TELEVISION
CHANNEL NO. 4

Schenectady 5, New York
November, 1948

Mr. Carlos Franco
Young & Rubicam, Inc.
285 Madison Avenue
New York 17, N. Y.

Dear Carlos:

How do you time buyers view the amazing number of new radio stations? It is as though it had been suddenly discovered that people have two ears and should be able to listen to more. Has it been overlooked that people still have only one head?

Anyway. we thought you would like to know about our new campaign. It's aimed to promote "selective listening". For years, folks in our area have been selecting WGY. Naturally. There are all kinds of reasons -- fine programs, mostly -- why they should continue to do so.

Involved in the drive are live announcements, special program promotion, the station's new listener paper "Mike & Camera", and various kinds of general publicity. But most striking of all is a series of full-page ads which are appearing each week in nearby papers. You'll receive reprints of some of them.

There is a lot in this "selective listening" campaign for your clients, Carlos, and it doesn't show up in the rate card. What we are doing is maintaining WGY values for present advertisers rather than going all out for new business.

You see, there is actually but little available time at WGY without benefit of sponsor. However, Jim McConnell of NBC Spot Sales still has a few choice spots left for advertisers who are as selective as we are encouraging our listeners to become.

Sincerely,

G. Emerson Markham

STATIONS MANAGER

G. Emerson Markham:acs

Tops with TELEVISION DIRECTORS

"The Yearbook is as necessary to my business as a television client."

Fran Harris

FRAN HARRIS
Television Director
Ruthrauff & Ryan, Inc.
Chicago

Tops with TELEVI

"The Yearbook is of inestimable value in operating our television department."

Arnold Maguire

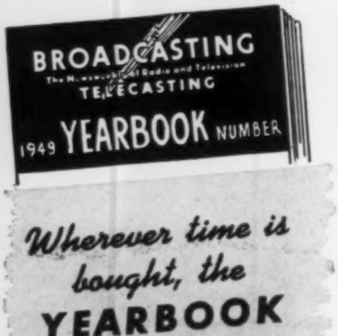
ARNOLD MAGUIRE
West Coast TV Dir.
Foote, Cone & Belding
Los Angeles

Tops with

"When I need to know who's who and what's what in any phase of TV broadcasting, I turn to the BROADCASTING Yearbook."

Herbert Leder

HERBERT LEDER
Television Director
Benton & Bowles, Inc.
New York City



➡ RESERVE SPACE NOW
Deadline
December 1st

KGO-TV Initiation Set for Early '49

WORKMEN at the KGO-TV site, atop Mt. Sutro in San Francisco, are rushing to complete the 508-foot tower, 1,362 feet above sea level. Construction on the tower started Nov. 4 and it is scheduled to be completed by the end of this month.

Meanwhile other construction crews are remodeling the basement of the Sutro mansion to provide transmitter and studio facilities. Upper floors of the building will contain office and storage space.

KGO General Manager Gayle V. Grubb said that the various phases of KGO-TV construction should be finished early in January and upon receipt and installation of the GE transmitter, KGO-TV will start transmitting a test pattern.

"We hope to begin our regular television programming early in 1949," Mr. Grubb stated. "We are now seeking a downtown television studio location which will be in addition to our temporary studios in the Sutro mansion."

Mr. Grubb pointed out that present plans for the early stages of KGO-TV's operation, call for the regular telecasts for approximately four hours daily, during the evening hours. A test pattern and audio signal will be transmitted in the mornings and afternoons to enable radio servicemen to tune TV receivers to Channel 7, that used by KGO-TV.

"At the outset," Mr. Grubb stated, "we intend to present one-third live programs from our Sutro studio and from such other locations as downtown theaters and stores; one-third film and one-third remote telecasts of sporting and other special events. This programming will include a daily and weekly newsreel, kinescope recordings of ABC programs as presented at their origination points and many locally-produced shows."

CELEBRATING KFMV (FM) Hollywood's advent to the airways at reception following inaugural broadcast at station's new studios are (l to r): Harry Maizlish, KFWB Hollywood general manager; Cliff Gill, manager, KFMV; Melvyn Douglas, m.c. of broadcast; Frederick Umhay, ILGWU executive secretary; M. S. Novik, radio consultant, ILGWU. New station, 58 kw, 94.7 mc, is owned by International Ladies Garment Workers Union.

TV IN CINCINNATI

WLWT Rating Service Shows Trends in Listening

RAPID audience build-up in the early evening and a tapering off in the late evening characterizes television viewing in Cincinnati. This was revealed in the September report of Television Ratings, research organization sponsored by WLWT, Cincinnati's only television station.

Figures on total viewers reached as high as 139,400 during a 15-minute period, the report showed.

Television Ratings employs the "diary method." A panel of 100 members submits a weekly report showing how many viewers watched each program during all quarter-hour periods. Monthly reports are based on a summation of weekly reports.

The ratings project is conducted by WLWT's research department, headed by Don Miller. Service will cover other Cincinnati video stations and their programs as other TV outlets are launched in the area.

Armstrong Lauds Zenith's Project

PHONEVISION is "a thoroughly workable and practicable" system, according to Dr. Edwin H. Armstrong, FM inventor. Dr. Armstrong expressed this opinion of the Zenith development in a recent letter to Zenith's president, Commdr. E. F. McDonald Jr.

"I am satisfied from the experiment that I saw . . . that the system is a thoroughly workable and practicable one and that the method of accomplishing the results is novel," Dr. Armstrong wrote. ". . . While I would not want to say that television stations may not support themselves in other ways, it looks to me as though the greatest attraction of all—movies in the home—will have to be paid for directly, and phonevision seems to me to be the only way to do it."

Dr. Armstrong worked on a similar system 15 years ago, he stated, but discontinued the project because of the inadequacy of telephone lines at that time. Another reason was that he wished to devote himself to the development of FM.

He commended Commdr. McDonald on Zenith's work in exercising "an extraordinary amount of ingenuity. . . . I am quite satisfied," he continued, "that you now have the technical solution of the box office problem. . .all you have left to overcome are those forces set in motion by men, the workings of which are known to both of us from our experience in getting the FM system into operation."

LABOR COSTS

Comparison With Income To Be Studied by NAB

ANALYSIS of rising labor costs in relation to income will be undertaken by the NAB Dept. of Employe-Employer Relations.

Decision to set up a set of labor-cost yardsticks was given endorsement of the NAB Employe-Employer Relations Committee at its Washington meeting last Monday. The study will be directed by Richard P. Doherty, NAB Employe-Employer Relations director, with the research assignment in charge of Dr. Kenneth H. Baker, NAB Research director.

The committee spent most of its Monday meeting discussing labor costs and management's problem of keeping costs within income. The research project will provide yardsticks covering different types of station operations.

Committee members went into the overtime-on-overtime problem, based on the Supreme Court's Bay Ridge decision. Members exchanged views on handling of overtime pay under the decision. NAB has published a bulletin reviewing overtime obligations of broadcasters with regard to holiday pay, paid sick leave, call-in pay, daily and weekly overtime work, fees and similar topics. The bulletin provides instructions for overtime calculation.

Mr. Doherty reported to the committee on his department.

Presiding at the meeting was Leslie C. Johnson, WHBF Rock Island, Ill., chairman. Others present were John Elmer, WCBM Baltimore; Thad Holt, WAPI Birmingham; C. L. Thomas, KXOK St. Louis; Lee L. Whiting, KEYD Minneapolis.

Network advisory members present were Joseph McDonald, ABC; Howard L. Hausman, CBS; Ernest de la Ossa, NBC. Robert D. Swezey, MBS, was absent.

Committee members absent were Linus Travers, WNAC Boston; William Pabst, KFRC San Francisco; O. L. Taylor, KGNC Amarillo.

Board liaison members present were Calvin J. Smith, KFAC Los Angeles, and Henry P. Johnston, WSGN Birmingham.

NAB President Justin Miller; A. D. Willard Jr., executive vice president, and David Farber, Employe-Employer Relations Dept. analyst, took part in the meeting.

Hog

THE SOUTH TEXAS FARM AND RANCH MARKET

One of the obvious things about 117 counties of South Texas is their preference for KTSA's rich diet of farm and ranch programs. Another is that they are full of spendable income.

Nearly three quarters of a billion dollars in quick cash from hogs, cattle, sheep, goats and farm produce is here for the things that Texans want.

It's easy to see why solid coverage of these 117 counties is so important to so many advertisers. It's no secret either that the advertiser who wants this market for his own chooses KTSA everytime.

Programs like these, custom tailored for the farm and ranch, monopolize rural listening in South Texas.

KALLISON'S TRADING POST
7:00 - 7:20 A. M.

ADOLPH AND THE BOYS
12:00 - 12:15 P. M.

CLIFF WARREN
1:15 - 1:30 P. M.

JOSKE'S FARM & RANCH NEWS, 12:45 - 1:00 P. M.

FORD TRACTOR ROUND-UP TIME 6:45 - 7:00 A. M.

Sell this rich Farm and Ranch Market with

KTSA

5000 Watts

550 kc - CBS - San Antonio

Representatives:
TAYLOR, BORROFF & CO., Inc.

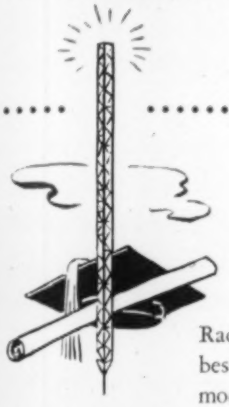
another WHAS First!

College by Radio ....

and therefore Selling

the only radio station SERVING ↑ all of the ri

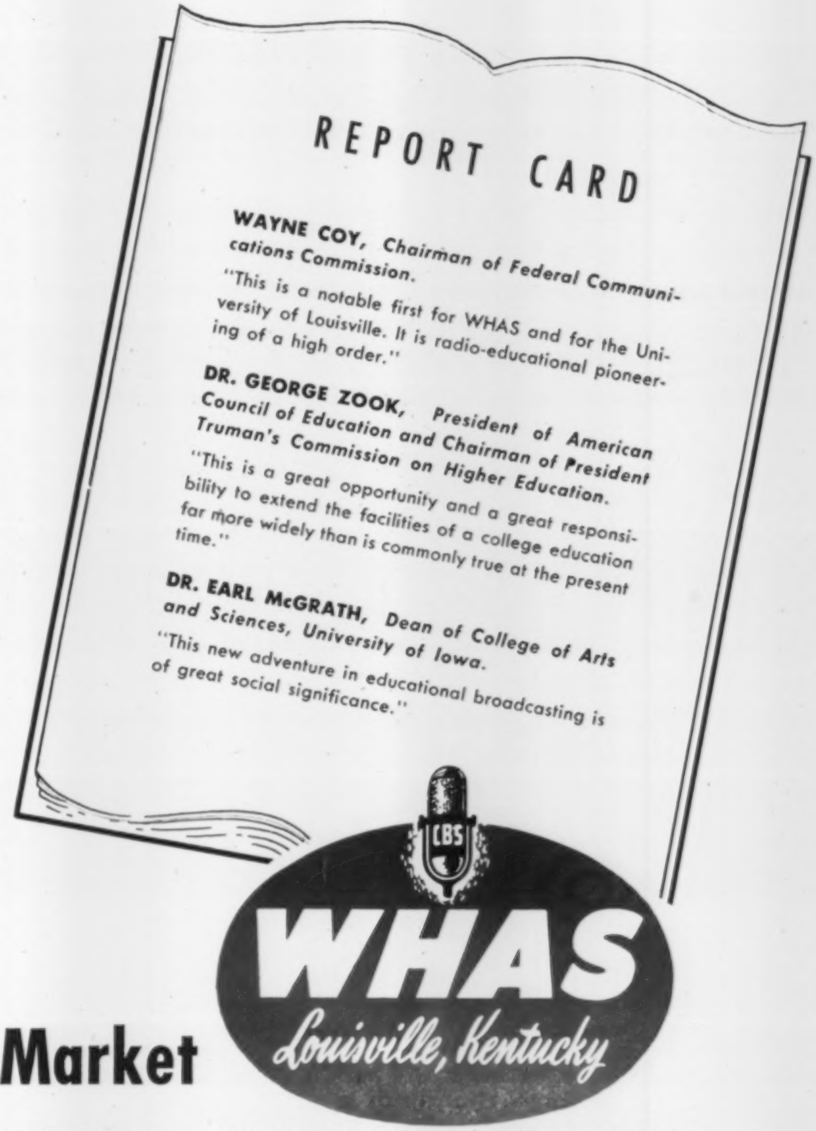
The FIRST Credit Earning College Course broadcast by a Standard Commercial Station



Radio has tried but at best has enjoyed only modest success in educational broadcasts. To meet this challenge the University of Louisville and WHAS undertook a radical innovation in broadcasting—"College by Radio."

The idea was logical, but the pre-course preparation represented months and months of hard work. Starting in 1947, actual classroom sessions were painstakingly recorded and re-recorded until at last the idea shaped into a workable format . . . eight months later "College by Radio" went on the air.

No one at WHAS had any illusions about these broadcasts rating high in a Hooper report. But at WHAS we take "Service" seriously. With "College by Radio" another service has been given our listeners, and we hope, a pioneering step taken toward making radio more effective and useful to its audience.



REPORT CARD

WAYNE COY, Chairman of Federal Communications Commission.

"This is a notable first for WHAS and for the University of Louisville. It is radio-educational pioneering of a high order."

DR. GEORGE ZOOK, President of American Council of Education and Chairman of President Truman's Commission on Higher Education.

"This is a great opportunity and a great responsibility to extend the facilities of a college education far more widely than is commonly true at the present time."

DR. EARL McGRATH, Dean of College of Arts and Sciences, University of Iowa.

"This new adventure in educational broadcasting is of great social significance."

rich Kentuckiana Market

CBS

WHAS

Louisville, Kentucky

50,000 WATTS • 1-A CLEAR CHANNEL • 840 KILOCYCLES

Victor A. Sholis, Director   J. Mac Wynn, Sales Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND COMPANY

Editorial

Radio Defense Reserve?

Communications are the "nerve system" of civil defense.

THAT'S the crux of the proposed Civil Defense Plan on communications and radio broadcast services released last week by Secretary of Defense Forrestal [BROADCASTING, Nov. 15].

"Radio silence," which was never invoked during World War II, remains an open question. In that last conflict, the horrors of war were kept from our shores.

In another war, the specter of atomic bombs, radio-guided missiles imposes tremendous problems. Radio served in exemplary fashion in World War II. There wasn't a single untoward incident. Radio kept our populace the best informed in the world.

There was a Civil Defense Plan in 1941-45, too. Happily it was only a stand-by plan. But radio's effectiveness as a war arm was established.

There were proposals to commandeer all radio at the outset of the last holocaust. Saner minds, however, prevailed. Under Section 606 (c) of the Communications Act, the President, as Commander-in-Chief, can commandeer all communications in a national emergency.

There was one suggestion, swept aside during the World War II communications councils, that warrants consideration now. Next time our hemisphere may not be kept inviolate. Our broadcasters and telecasters are custodians of a public trust. They are willing to assume their full responsibilities.

Why shouldn't each station manager (or managerial owner) be inducted as a reserve officer in our Civil Defense organization? Why not make him subject to military rule, if and when martial law prevails? Why not train broadcasters in small groups for such reserve roles?

If individual stations do not comply, Section 606 (c) always can be invoked.

What's a Budget?

A NEW KIND of selling job confronts radio and television. It's the job of physically separating these two media in the minds of their customers—the advertisers and their agencies.

It is apparent that, in those markets where TV is available, the advertiser is disposed to regard his radio budget as embracing both *sound* broadcasting and TV. What he may spend for TV he is all too prone to lift from his "radio" budget.

The media are different—different in size, scope, appeal, impact, audience and potential. Over the years, each new medium of communications and intelligence and advertising has found its own niche, and has broadened the base of advertising. The public always has benefited.

Radio is acknowledged as the most effective medium of mass communication extant. It saturates the ears of the nation. TV, with both ear and eye appeal, has an even greater *potential* impact. But it will take time and money and the opening of new domains of the ether before it can begin to penetrate the byways and hinterlands.

The media will be sold for what they are, and bought for what they sell. Radio is competitive with all advertising media—newspapers, magazines, billboards, direct-by-mail. TV—the closest thing to direct selling since the Fuller Brush man—introduces the most potent sales force of all. It will sell against all.

AFRA Blunders

RADIO'S labor headache is like the itch. Just as soon as one eruption is salved, another breaks out elsewhere on radio's labor-wracked carcass.

Currently (and for a welcome breather) the AFM problem is reasonably under control. It isn't the millennium, but nothing ever is. There's always the compromise—until the next go-round.

It wasn't long ago that AFRA was the paragon of cooperation among the labor unions. In contrast with AFM and IBEW and NABET and ACA, it was reasonably docile. It got somewhere, too, enjoying phenomenal development.

As it acquired strength it became more rambunctious. Currently it's embroiled in a couple of conflicts, and both are in the sphere of the "make work" device used with such abandon by the older unions.

AFRA wants to force Uncle Sam's Navy to pay full scale to program talent in each city in which an Eddie Duchin transcription series to recruit doctors and nurses is used. And Arthur Godfrey has found it necessary to warn his staff orchestra to desist from laughing or singing, lest he be hooked by AFRA for about $3,000 per week, under the usual scale for "actors."

Call these feather-bedding, stand-by, make-work or whatnot, they're the very kind of reprehensible practices that led to enactment of the anti-Petrillo and Taft-Hartley laws last session.

Labor, of course, is determined to get these acts repealed. It should be evident that the cause of labor won't be helped when abuses of these kinds are attempted in utter defiance of the Congressional mandate last session.

Design for Dollars

THE HISTORY of American business reveals no more obvious lesson than the stimulating effect of competition for customers. In advertising this is especially true, as every white space seller will privately concede despite his historic chant that radio is grabbing his clients.

Inside the broadcast medium the competition for business is becoming more intense as new stations and new types of rendition solicit available dollars. The overall result, fortunately, is to build new revenue sources and expand old ones.

A source of business not fully exploited by radio is the field of dealer cooperatives. Here is a rich potential whose benefits are progressive and continuing if properly developed.

Curiously, newspaper interest in co-op business has dropped in recent years, perhaps because of dubious techniques employed by dealers and publishers alike. These techniques, openly discussed, include abuses that deprived the advertiser of his money's worth and focused the dealer's attention on the money-making rather than sales benefits of co-op advertising.

To the broadcaster, as a new NAB co-op study points out [BROADCASTING, Nov. 8], the field offers vast opportunities. Dealers who have never used radio can get their feet wet in the medium at low cost and become confirmed believers. And manufacturers, at dealer prodding, can be introduced to radio through co-op campaigns.

Some stigma still is attached to co-op advertising by manufacturers, who recall past practices and wonder why media resort to tricks that increase the overall cost of advertising and selling.

Right there is radio's chance to show the dealers and the manufacturers how to get their money's worth out of advertising dollars.

Our Respects To

ROBERT KENNETH RICHARDS

"THE ULTIMATE goal of the public relations director of the NAB is to eliminate the necessity for a public relations director of the NAB."

The author of that quote? The public relations director of the NAB. Robert K. Richards is one of the few men in the industry who could have stated the fact so succinctly.

"When every station—and every man and every woman at every station—recognizes the importance of serving the public, then there will be no more need for higher echelon public relations," he firmly believes.

The urbane Mr. Richards of Urbana, Ohio, began serving the public in a slightly different way from his present concept of such service. But it was uplifting. He was an elevator operator at 75c a day.

And in addition he picked up an honest dollar here and there as theatre usher, window washer, newspaper office boy.

He worked at these—and a few other jobs—during his high school or formative years. And he learned a great lesson young: "You can have too damn many jobs."

He was editor of his high school paper, *The Hillclimber*. To balance the score he also played football. In fact he won a letter at it, and the letter weighed more than he did at the time. Comparable scholastic honor came when he became a member of the National Honor Society in high school.

The pattern for success already set, Bob Richards went on to college and became the fair-haired boy of Ohio State U. His name is still spoken with reverence by journalism students and graduates who have pored over his accomplishments as editor of the college daily, *The Lantern*.

He was a member of the university's student senate, member of the editorial advisory board to the Yearbook *Makio*, was class historian, played polo, swam, was a sergeant in R.O.T.C., and generally distinguished himself.

For extra-extra curricular activities, he wrote—and sold—pulp fiction, and was rostrum page in the Ohio General Assembly. There he "learned to play pinochle, and what goes on in cloakrooms, how the government works—or doesn't work."

Leaving Ohio State U. in 1934 in a blaze of glory, he got a job with Campbell-Ewald Agency, Detroit. His uncle was a vice president, Mr. Richards explains. So the Richards

(Continued on page 54)

"Old Mother Hubbard
Went to the cupboard . . .
When she came there
The cupboard was bare . . . !"

No bare cupboards in South Texas

Mother Hubbard must not have lived in South Texas. For, with farm income up and employment up, there are mighty few if any "bare cupboards" in this rich, prosperous area!

Here are 67 counties* constituting the daytime primary area of Station WOAI. It is a section noted for cattle, oil, cotton. It is great in production, has many needs. Sales of food alone to help fill these cupboards amounted to $247,370,000** last year. More food was sold here than was sold in either St. Louis or Pittsburgh.

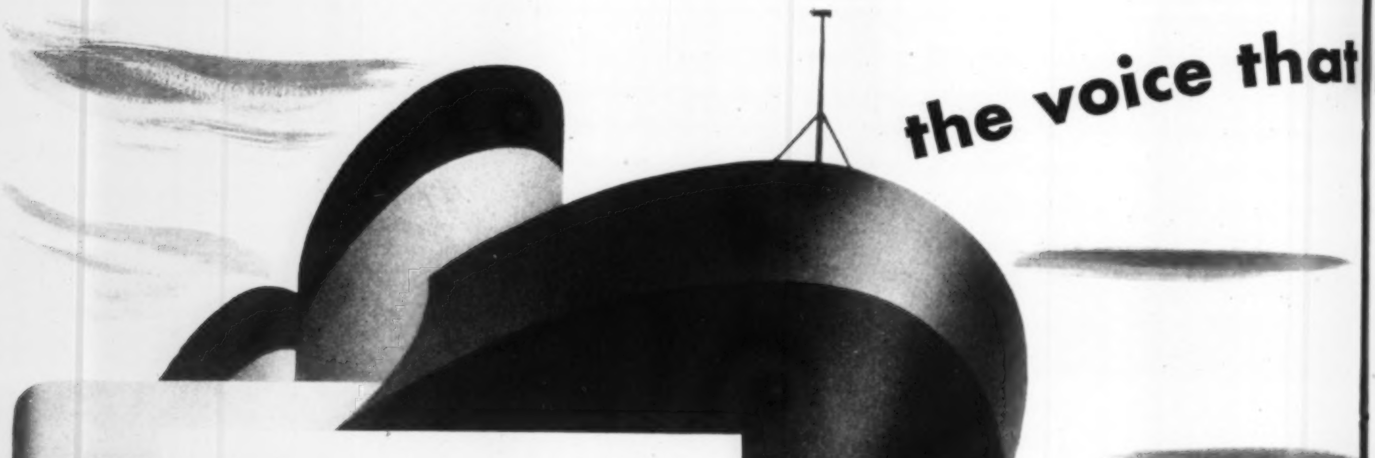
South Texans have the money to pay for their many requirements. Be sure *your* products are in their cupboards by placing your advertising message over WOAI, the popular 50,000-watt station that covers this territory.

*BMB 50% to 100% counties
**©Sales Management 1948 Survey of Buying Power

WOAI *San Antonio*
NBC • 50,000 W • CLEAR CHANNEL • TQN

Represented by EDWARD PETRY & CO., INC. -- New York, Chicago, Los Angeles, Detroit, St. Louis, San Francisco, Atlanta, Boston

the voice that

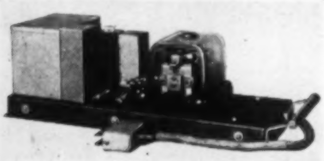


STEPPING-STONES TO PROGRESS IN MARINE RADIOTELEPHONY

GREEN HARBOR
DEAL BEACH

The first ship-to-shore radiotelephone communications were established almost 30 years ago between land stations at Green Harbor, Mass., and Deal Beach, N. J., and the steamers "Ontario" and "Gloucester," operating between Boston and Baltimore.

The "Leviathan" was the first ship to handle radiotelephone messages as a public service to and from land telephones.



This selector set made it possible to dial ships at sea, and eliminated the need for constant monitoring by loudspeaker or headphones.

IT'S COMMONPLACE TODAY to pick up a telephone on shipboard and talk to a business associate on land. But little more than 30 years ago, this was just a dream.

Back in 1915, the spoken voice could travel to far places only by wire. Then telephone scientists developed the radiotelephone, and soon the spoken word was winging its way across the ocean. A further use of this new magic was soon proposed: could not the human voice be sent from shore to ships at sea?

Soon sub-chasers and other small Navy craft were talking to each other over equipment designed by Bell engineers. And in experiments that got under way in 1919, the men on board two coastwise steamers talked through land stations to land telephones of the Bell System.

The early experiments covered fairly short distances. But in the meantime, telephone calls across the Atlantic by radio had become an ordinary occurrence. So . . . why not 'phone calls to ships way out in *mid*-Atlantic?

Of course, long-distance ship-to-shore radiotelephony brought up problems of varying distances and directions — problems not encountered in point-to-point transmission. Bell Telephone Laboratories attacked these problems—and solved them with the design of the "Leviathan's" equipment. For the first time, long-range marine radiotelephony became a reality.

A few years later, Bell Laboratories scientists developed selective ringing equipment, which made it possible to *dial* particular ships at sea. The basic elements of practical marine radiotelephony had now been developed.

BELL TELEPHONE LABORATORIES

World's largest organization devoted exclusively to research and development in all phases of electrical communications.

links the ship and the shore

IN ADDITION TO producing radiotelephone equipment for the largest ocean liners, Western Electric for many years manufactured the 224, 226 and 227 type sets, which brought the benefits of radiotelephone facilities to coastwise vessels and small craft.

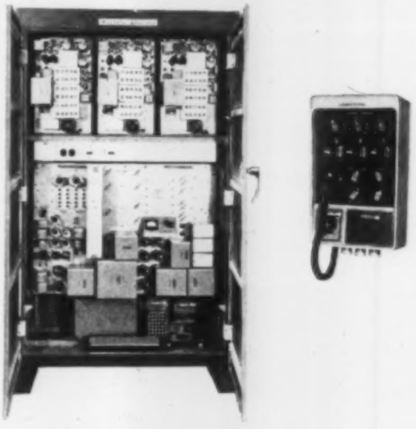
These sets provided power capacities ranging up to 100 watts. As the Bell System had tremendously expanded its chain of harbor stations, coastal craft were normally near a shore station. Hence these capacities were ample to maintain contact with land.

There still existed, however, no equipment specifically designed for tankers, freighters and smaller passenger ships plying the *ocean* lanes. This need has been filled by the introduction of the Western Electric 248A.

This new equipment provides 250 watts of transmitted radio frequency carrier power, resulting in greatly increased range. Provision is made for transmission and reception on the frequencies of the high-seas shore stations (as well as on the coastal harbor and ship-to-ship channels). Because of these two features, a ship equipped with the 248A, at practically any point on world trade routes, can establish contact with a land station.

The 248A combines this advantage with the compactness and simplicity of operation essential on smaller ships.

THE NEWEST IN MARINE RADIOTELEPHONE EQUIPMENT



Left: *Main cabinet of 248A equipment, mounting transmitter and three receivers.*
Right: *Remote control unit.*

The long experience of Bell Laboratories and Western Electric in design and manufacture of marine radiotelephone equipment has culminated in the 248A—compact, powerful, simple to operate.

A single cabinet houses the transmitter and three receivers. Each of the three receivers can be tuned to any one of 10 pre-set frequencies; the transmitter to any one of 30. Transfer from one frequency to another is accomplished simply by turning knobs on the remote control panel.

Because three receivers are used, it is possible for the ship to monitor simultaneously on three different channels. The set is designed to permit easy installation of selective equipment to allow dialing the ship from shore stations.

—QUALITY COUNTS—

Western Electric

Manufacturing unit of the Bell System and the nation's largest producer of communications equipment.

Distributed by Graybar
OFFICES IN 100 PRINCIPAL CITIES

DISTRIBUTORS: IN U. S. A.—Graybar Electric Company. IN CANADA AND NEWFOUNDLAND—Northern Electric Co., Ltd.

Management

JAMES LEONARD has been appointed general manager of WLWC (TV) Columbus, Ohio. He is resigning as program director of WSAI Cincinnati to take this position, which becomes effective Dec. 1.

ROBERT K. KENNETT has been appointed manager of WONS, Yankee Network affiliate in Hartford, Conn. He succeeds **ROBERT MANBY**, who has been elevated to an executive position with network to develop new phase of operations.

JACK STAFFORD has joined KVVC Ventura, Calif., as general manager. Mr. Stafford was formerly promotion director for Smith, Bull & McCreery Adv., Hollywood.

LES JOHNSON, general manager of WHBF and WHBF-FM Rock Island, Ill., has been re-appointed commissioner-at-large for five years with Quad City Airport Authority, which is enlarging Moline airport into Class 4 type.

DAVID S. SMITH, attorney, associated since 1946 with New York law firm of Breed, Abbott & Morgan, has joined ABC legal department.

BEN HOBERMAN has been appointed general manager of WDET (FM) Detroit, Mich. Following VE Day he was in charge of American Forces Network installations in France.

LEE HILLS, managing editor of *Miami* (Fla.) *Herald*, licensee of WQAM and WQAM-FM Miami, was elected vice president of Associated Press Managing Editors Assn.

SYD KENNEDY has been appointed manager of CBH Halifax. He was formerly on transmitter staff and a producer and narrator for station.

ARNO HUTH, international broadcasting authority, who is currently giving courses at New School for Social Research, New York, will represent UNESCO at International High Frequency Broadcasting Conference in Mexico City, which begins the end of this month.

PAUL GODT, station director and commercial manager for KMYR Denver, has resigned because of ill health.

Respects

(Continued from page 50)

nephew wrote copy there until, as he has it, he tried to tell his uncle how to run an agency.

Now his uncle—doubtless the richer for his nephew's wisdom—is head of Fletcher D. Richards Agency, New York.

Rob Richards transferred his loyalty in 1935 to WAIU (now WHKC) Columbus, Ohio, as continuity director and originator of some of the most original programs ever to ride an airwave.

Briefly he did a turn with WJR Detroit, from which he was fired, he says, because he mispronounced a few words on the air. Incidentally, he had done *The Word Man* on WAIU. . . .

From 1936-'39 he was in the editorial department of the *Cincinnati Post*, concurrently serving as announcer-newscaster on WCPO.

He left for the job of production director of WSPD Toledo, where he stayed for two years. At the Fort Industry Station the brilliance of the young Richards impressed itself on J. Harold Ryan, Fort Industry vice president.

And so, with the advent of the Office of Censorship, and Mr. Ryan's appointment as radio chief, Bob Richards was called as his assistant.

The position proved a showcase for the Richards administrative ability and unique penchant for sharpening his wit—the edge is razor-like—on bureaucrats. He completed his duties with the respect of higher and lower echelons alike.

In early 1944 the sharpened blue pencil, wit and leadership moved, happily to BROADCASTING. As editorial director, Mr. Richards was all things to all people—efficiency expert, public relations consultant, editorial writer (the Blue Book blushed red), father confessor, employer-employe liaison, interior decorator (witness the McGill murals), reporter and writer of uncommon skill, and a Solomon whose wise judgment was matched by his sense of humor.

EDWARD ARNOLD (center), star of ABC's *Mr. President*, was on hand for triple celebration at his hometown ABC outlet, KITO San Bernardino, Calif. Celebration this month marked station's first anniversary, increase from 1 kw to 5 kw, and start of construction on new KITO studios. George E. Lindman (r), KITO manager, presented to Mr. Arnold certificate entitling him to "one half hour of the best available radio time each week as long as he shall live." At left is Owen J. Ford, KITO chief engineer.

The NAB was the next step up for Mr. Richards. He became head of the Public Relations Dept. in April 1947.

His greatest tangible success there, he feels, lies in the accomplishment of the Committee on Freedom of Expression, and the "Voice of Democracy" contest.

Started in 1947

The former was a committee of top executives representing all information media—radio, magazines, newspapers, books and motion pictures—called together June 26, 1947, by NAB President Justin Miller to combat the growing threats to fundamental freedoms and individual rights. President Truman received the group at the White House, and enthusiastically endorsed the plan.

The "Voice" contest is now literally speaking for itself. Of the project Bob Richards has this to say: "If we can get the youth of this country—the leaders of tomorrow—to grasp the full meaning of freedom of expression in a democracy, then when they come into their own, their concept will be such that there will be no need for government regulation of radio."

Such an approach represents a fundamental of the Richards philosophy: Get to the wellsprings of ideas and channel them into a proper course rather than damming up the stream after the banks have been overflowed.

His concept of public relations follows the same course—"The mission of public relations is to relate the facts in terms people can understand—not to justify a lie, but to explain the truth."

And Mr. Richards is no minor adversary when his convictions have been violated.

The 35-year-old NAB executive lists among his top achievements his wife, Betty ("a honey"), Susan, 9 (now editing an anthology of *Cute Sayings of Adults*), and Jeffrey, 4 (mechanical bent).

He belongs to the National Press, University and Columbia Yacht Clubs (sharing a boat with NAB's Harold Fair), and Sigma Delta Chi.

His hobby: People, who, he argues, are more important than the public.

FRENCH TV HONOR FOR DR. ZWORYKIN

DR. VLADIMIR K. ZWORYKIN, vice president and technical consultant of RCA Lab Division, RCA, was awarded the Chevalier Cross of the French Legion of Honor, on Nov. 15. The award, which coincided with the 25th anniversary of Dr. Zworykin's invention of the iconoscope, was made for "his outstanding contributions in the field of television."

Dr. Zworykin

French Consul General Ludovic Chancel made the presentation upon instruction from President Vincent Auriol of France. Mr. Chancel expressed gratitude for assistance rendered French video development by Dr. Zworykin.

Dr. Zworykin, famous also for his development of the kinescope, has received: 1941 Rumford award of the American Academy of Arts and Sciences for his research work on the RCA electron microscope; 1948 Poor Richard Award; Howard N. Potts medal of Philadelphia's Franklin Institute, 1947; IRE's Morris Liebmann Memorial Prize in 1934; the Overseas Award of the British Institution of Electrical Engineers in 1937; the honorary degree, Doctor of Science from the Brooklyn Polytechnic Institute, and in 1940, the Modern Pioneers Award of the American Mfrs. Assn.

FCC Seminar to Be Held By Harvard Law School

A SEMINAR on the FCC will be conducted at Harvard Law School during the Spring 1949 term by Robert R. Bowie, law professor who heads the Hoover Commission committee studying the FCC and other regulatory agencies [BROADCASTING, June 21, Nov. 1].

The seminar will "examine the policies and methods of the FCC in the regulation of radio, television and related industries. Study will be focused on specific problems involving basic issues of policy and procedure."

SURE
THAT'S KFYR
!

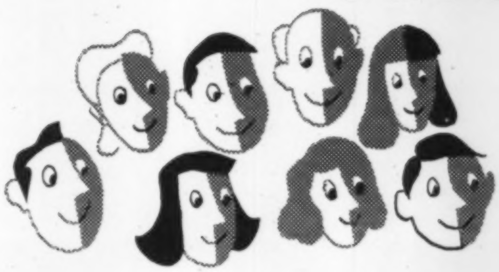
This is a little extra coverage we throw in! All kidding aside, here's our formula--5000 watts on 550 kilocycles, and a 704 foot antenna with a location right in the center of the best soil conductivity area in the U. S., plus 23 years of good programming, give us unbeatable coverage and listening.

KFYR
550KC 5000 WATTS
NBC AFFILIATE
REP. JOHN BLAIR

Bismarck, No. Dakota

In the New York Market television pays off

...on WATV



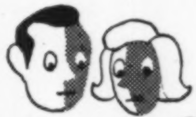
Station WATV averages 402 viewers per dollar

Station "A" averages 238 viewers per dollar

Station "B" averages 212 viewers per dollar

Station "C" averages 182 viewers per dollar

Station "D" averages 157 viewers per dollar



Station "E" averages 99 viewers per dollar

For the second consecutive month — October, 1948 — Hooper New York City Teleratings show that Station WATV **averages more viewers per dollar** than any other television station in the New York Metropolitan Area.

Here are two of WATV's high-rated, low-budgeted evening programs:

WESTERN FEATURE — 7:00-8:00 P.M.

WESTERN FEATURE

Station	Rating	Cost-per-1000	Viewers-per-Dollar
WATV	**10.3**	**$2.27**	**441**
"A"	10.3	5.18	193
"B"	14.0	3.67	272
"C"	2.9	12.89	78
"D"	10.1	5.98	167
"E"	3.5	15.02	67

FEATURE FILM — 8:00-9:00 P.M.

Feature Film
WATV 13

Station	Rating	Cost-per-1000	Viewers-per-Dollar
WATV	**9.2**	**$2.54**	**394**
"A"	14.9	3.58	279
"B"	4.9	10.49	95
"C"	10.4	3.59	279
"D"	9.3	6.42	154
"E"	7.1	7.40	135

WATV programs now average **more than 100,000 viewers per half hour.** This large ready-made audience — delivered to you at WATV's sensibly scaled rates — means **more** for your television dollar.

Let television pay off for you now. Call — wire — write Station WATV, Television Center, Newark 1, New Jersey for details of our special "Low Budget Television Shows".

SOURCE: C. E. Hooper, Inc., New York City Teleratings — October 8-14, 1948. The above figures are based on those time periods rated by Hooper, during which **all** New York City Television Stations were on the air with programming. "Cost-Per-Thousand" and "Viewer-Per-Dollar" figures were computed from minimum half-hour time charges for each station.

NATIONAL REPRESENTATIVES: WEED AND COMPANY

TV as $2 Billion Business Is Seen

W. S. Hedges Makes Prediction At New York's Lions Club

TELEVISION is likely to pipe a $2 billion dollar a year tune via its channels within the next five years, according to William S. Hedges, NBC vice president in charge of planning and development.

Speaking at a luncheon meeting of New York's Lions Club last Wednesday, Mr. Hedges based his prediction on an annual set production of 4 million at an average retail price of $350 per set. The $1.4 billion total, plus a probable $600 million expenditure for time and talent, adds up to the staggering figure foreseen by Mr. Hedges.

Television will employ more than a million people, and represent expenditures totalling between $8 and $10 billion from 1949 to 1954, Mr. Hedges told the club.

Describing video as the fastest-growing industry in America, Mr. Hedges pointed out its expansion in the last three years from about 10,000 receivers in four cities to about 800,000 sets served by 41 stations in 25 cities.

"Its very existence," he said, "will stimulate the movement of billions of dollars worth of merchandise or services. In fact, the expenditure of $600 million by advertisers should produce $30 billion worth of sales."

Future video expansion, Mr. Hedges predicted, will be concentrated in the northwest section of the country. He also foresaw television, within the next five years, "in at least 150 markets of 16 million families. In addition there will be hundreds of satellite stations, perhaps as many as 600, relaying programs to smaller cities."

Proclaiming the new medium as an invaluable aid in improving the efficiency of the distribution machinery of the nation, he did not think its advertising value would threaten other media with obsolescence.

He pointed out that radio, which frightened a few, did not prevent printed media advertising volume to grow in the 28 years since sound advertising emerged a reality.

Mr. Hedges hedged on the question of television's threat to radio.

IT'S tall story time—probably about Gold Seal and the *Arthur Godfrey Show*—when Ray Mithun (l) of Campbell Mithun gets together with Harold Schafer, Gold Seal president. Occasion is a reception held by WCCO Minneapolis at the Minneapolis Club.

Commercial

CECIL GREEN has been appointed sales manager of WHKK Akron, Ohio. He was associated with station in 1945 and with Superior Baking Co. from 1946 until present time.

GEORGE MOSKOVICS, CBS television manager of sales development, is to address a luncheon session of the Sales Executives Club in Cleveland, today (Nov. 22). His subject is to be "Television as a Sales Vehicle."

JIM STRAIN has joined KGFJ Hollywood, as sales manager.

KSJO AM and FM San Jose, Calif., has appointed Tracy Moore & Assoc., San Francisco and Hollywood, as its representative.

MERRILL CARROLL has been appointed sales manager of WBMD Baltimore.

GUS ADAMS, sales representative with WZIP Covington, Ky., is the father of a girl, Christine.

WDAR Savannah, Ga., has appointed Adam J. Young Jr., Inc., New York, as its national representative.

TED WALTERS has joined commercial department of KECK Odessa, Tex.

KOMO, Newspaper Sign Service Pact

Joint Coverage of Community Events is Planned

SIGNATURE of a long-term agreement between KOMO Seattle and the Seattle *Post-Intelligencer*, Hearst-owned morning newspaper, was anounced Nov. 13 by the NBC affiliate [CLOSED CIRCUIT, Sept. 27]. Agreement provides that the facilities of the *P-I* and KOMO will be made available to each other "in a common effort to provide special service and news programs for listeners" in the Pacific Northwest.

Signed by Charles B. Lindeman, publisher of *Post-Intelligencer*, and O. W. Fisher, president of Fisher's Blend Station, the agreement will make possible joint sponsorship of telecasts of special sports events and community happenings.

The announcement came just one week after Robert E. Priebe, general manager of KRSC Seattle, disclosed a "mutual assistance pact" between KRSC and the *Post-Intelligencer* [BROADCASTING, Nov. 15].

KRSC, holder of the only TV license in Seattle, is scheduled to begin telecasting Nov. 25.

Within the next few weeks, KOMO and the *Post-Intelligencer* will become virtual neighbors, with the opening of the *P-I's* new building at Sixth Avenue and Wall Street, a few blocks from the recently constructed studio facilities of KOMO at Fourth Avenue and Denny Way.

Lab Identification

A STORY on Senator-elect Hubert H. Humphrey of Minnesota, which appeared in the Nov. 15 issue of BROADCASTING, incorrectly identified Twin City Television Lab with Milwaukee. The firm, operated in connection with Beck Studios Inc., is located in Minneapolis.

Census Set Query Aired by ASA Unit

PROPOSED inclusion of a radio set question in the 1950 U. S. Census was discussed at a meeting of the Census Advisory Committee of the American Statistical Assn., held Nov. 12-13 at the Census Bureau's offices in Suitland, Md.

No formal action was taken by the committee other than to oppose inclusion of the radio set question in the population half of the census. The committee will accept any position taken by the advisory committee of the American Marketing Assn., it is believed.

The AMA committee withdrew its opposition to a radio question, provided it is inserted in the housing half of the census, at a meeting held Oct. 28 [BROADCASTING, Nov. 1]. Last spring the AMA group had voted flatly against any radio question. However it has not affirmatively recommended the radio count.

The Housing Census Advisory Committee, comprising housing technicians from industry, on Nov. 5 withdrew its objection to inclusion of a radio question in the housing count, provided other advisory committees recommend the radio count [BROADCASTING, Nov. 8.]

The latest action by ASA's committee is not affirmative but constitutes lifting of another barrier to the radio census. The committee is expected to meet again early next year. Members of the ASA advisory group discussed the need of a radio question in view of what they term relative saturation.

Next step in the census situation is legislative. A bill to install the housing census as a permanent part of the decennial project passed the Senate this year but was lost in the shuffle of House procedure. If a radio count is to be made, it obviously will be in the housing census as was the case in 1940. Congress will be asked to pass the housing census bill and provide funds. Broadcasters all over the nation have indicated to their Senators and Congressmen their interest in the 1950 census.

Egan, Fickett Will Use AM, TV for Hurdy Gurdy

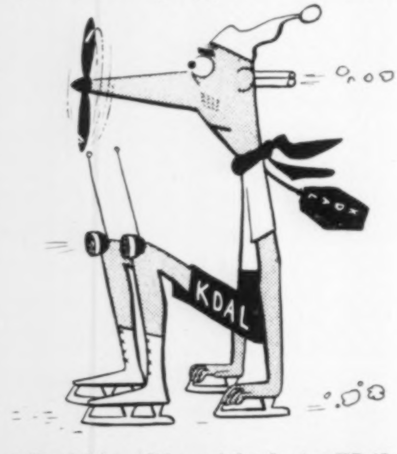
EGAN, FICKETT & Co., New York (distributor of Florida citrus fruits), will introduce a new brand, "Hurdy Gurdy," on radio and television in the New York market. Time has been purchased through Moore & Hamm, New York, on *Comics on Parade*, Danny Webb's Sunday night WPIX (TV) program, once weekly on *The Fitzgeralds*, WJZ-TV, and thrice weekly on Walter Kiernan's WJZ radio program. All are New York stations.

"Nevins Indian River" oranges and grapefruit, another Egan Fickett & Co. product, is using time on WOR New York, on the Sunday night Alan Ladd show.

CONFIDENCE MAN . . . . .

DULUTH, MINN.—Despite the warnings of his friends, Otto Mattick is off for an early-season skating session on his slidomatic-tubulators. Says Otto, "There ain't no such thing as thin ice in this Duluth-Superior metropolitan area!"

Otto's had such wonderful luck in the booming Duluth-Superior market that it's no wonder he's acting like the original confidence man. With effective buying income up 27.6% and retail sales zooming 83.2% since 1945, selling in the Duluth-Superior market is a sure thing. And sales stories sown by KDAL bring big yields to all advertisers.



Contact Avery-Knodel for solid proof that buying KDAL will make sales soar for you in the booming Duluth-Superior market.

YOU CAN BE **SURE** IF IT'S Westinghouse

How many towers in your array?

Mr. E. S. Mielke can help you in the New England District

Your Westinghouse transmitter salesman has at his finger tips complete facilities to help you with all your broadcast problems . . . from planning to operation. Mr. E. S. Mielke, one of several Westinghouse electronic sales engineers, assists him throughout the New England area. His broad experience as a radio engineer with the World-Wide Broadcasting Corporation, five years as a radio maintenance supervisor for Pan American Airways throughout South America, and with Westinghouse since 1944, qualify him very well for this work.

The more towers in your array, the more important Q becomes.

You can't afford to lose power in the coils of your branching, phasing and matching networks . . . and you won't, if you use Westinghouse coils because:

1. They are designed and constructed for high Q
2. All current-carrying parts are silver-plated
3. Low loss, glazed ceramic insulator bars are used
4. Positive contact is assured by a coil spring shielded from rf

These coils are made in three types . . . continuously variable, vernier and fixed. They are used in conjunction with other dependable components in stable circuits . . . providing efficient, reliable equipment which is easy to operate.

Ask or write for Bulletin 81-180 which gives you the full details of this and other Westinghouse branching and coupling components.

For complete information, call your local Westinghouse representative today or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania. J-02155

FIRST OF ALL . . .

IN BROADCASTING

Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

What's the Forecast for Coal *This Winter?*

Because the bituminous coal industry last year exceeded all previous production records, there was enough coal to supply America's homes and industries—even though it was not always possible for coal users to buy exactly the sizes and grades they wanted.

This winter, the coal supply is expected to be substantially improved.

This is so for *three* good reasons:

FIRST, America's mines have continued to operate at a high rate of production through most of this year. Only a costly and extended work stoppage during the spring kept the cumulative weekly tonnage from equalling or exceeding the peak production records established for like periods a year ago. New facilities to provide a greater supply of higher grade coals in wanted sizes are already coming into production.

SECOND, demand for export coal to fuel Europe's homes and factories has eased up, as Europe's mines return to production. Hence, present indications are that total export shipments overseas for 1948 will be no more than one-half of what they were last year.

THIRD, the railroad car supply, though not yet in balance, has steadily improved. Many new cars have been added to the railroads' fleets in 1948. Others have been freed from transport of export coal by this decrease in demand for coal abroad. And still others have been made available to highly productive mechanized mines by the closing of marginal workings no longer profitable to operate, in the light of this easing in export needs.

That these factors have resulted in an improved situation over that faced at the start of last winter is readily demonstrated by the status of coal stock piles. On July 1 they were 16% higher than for the same date a year ago. And by August 1 they were 32% higher than on the same date in 1947.

So for America's coal users, this winter's coal supply picture is certainly assuring—and "hearth-warming."

The high level of production attained by the American coal industry and the improved supply of higher quality and most wanted sizes of coal available now are the result of *progressive* foresight and *productive* skill.

Neither would be possible today except for the fact that hundreds of millions of dollars have been spent—and millions more will be spent—to mechanize America's coal mines. The *foresight* of mine managements brought this revolution in coal technology; the *skill* of free American miners applied it to achieve unbelievable world-production records.

Management has demonstrated its ability to supply the nation's needs for solid fuel in war and in peace, without governmental aid or interference. America can count on coal!

BITUMINOUS COAL INSTITUTE

A Department of NATIONAL COAL ASSOCIATION

Southern Building, Washington 5, D. C.

BITUMINOUS COAL . . . LIGHTS THE WAY . . . FUELS THE FIRES . . . POWERS THE PROGRESS OF AMERICA

NARND OFFICERS

Mickelson Is President

NATIONAL ASSN. of Radio News Directors wound up its third annual convention Sunday, Nov. 14, after the election of officers and board members. The three-day session was held at the DeSoto Hotel, St. Louis [BROADCASTING, Nov. 15].

Sig Mickelson, head of news, special events and production at WCCO Minneapolis, was elected president by the board of directors, to succeed John F. Hogan of WCSH Portland, Me.

Other officers elected included: Jack Shelley, WHO Des Moines, vice president, replacing Mr. Mickelson; Ben Chatfield, WMAZ Macon, Ga., second vice president to succeed Mr. Shelley; Soren Munkhof, WOW Omaha, succeeding Edward Wallace of WTAM Cleveland, as executive secretary, and David Kessler, WHAM Rochester, N. Y., treasurer, replacing John Murphy, WCKY Cincinnati.

The convention also named four new members of the board of directors: Sid Pietzsch, WFAA Dallas; J. Edgar Kirk, WPTF Raleigh, N. C.; Jim Bormann, WMT Cedar Rapids, Iowa, and Bruce Barrington, KXOK St. Louis.

Retiring board members were Jack Krueger, WTMJ Milwaukee; Bob Mahoney, KWKH Shreveport; John Murphy, WCKY Cincinnati, and Tom Eaton WTIC Hartford, Conn., who was named Standards Committee chairman.

Newly elected President Mickelson faces the KSD-TV St. Louis cameras during NARND's television panel discussion.

Highlight of the convention was a message from Justin Miller, president of the NAB, read by Robert K. Richards, NAB public relations director and member of NARND's advisory council. Judge Miller's message:

"It is a pleasure to congratulate the NARND, in behalf of the NAB, on its progress toward the perfection of its professional organization of news directors. The NARND has the NAB's best wishes for success. A strong organization of news directors can make a great contribution to broadcasting in all its phases.

"It is our hope that we may cooperate in every way possible. As evidence of our desire for such cooperation, I invite your president, Sig Mickelson, to take part in the All-Media Conference on Freedom of Expression in Washington Nov. 19."

Mr. Richards urged development of a strong association on the executive level, and he discussed the responsibility of news editors in the field of station operation and radio journalism.

At a business session Saturday, the membership adopted a resolution expressing gratitude to Judge Miller and commended the NAB for its "strength of purpose" and confirmed its belief in a free radio in a free land.

Another resolution was adopted praising the NAB for its efforts in formulating a news code for the industry, stating that the NAB instrument should become the basis for any future standards adopted by NARND. The membership also approved a resolution urging newsmen to report activities of the UN and UNESCO fairly and accurately, thus conveying a correct understanding of these world organizations to the people.

Other resolutions praised the INS, AP, UP and Trans-Radio for the high quality of their efforts in reporting the news; thanked Bruce Barrington of KXOK St. Louis, for serving as chairman of convention arrangements, and conferred the title of founding president on Mr. Hogan.

The convention adjourned after presentation of a television news panel at KSD-TV St. Louis studios. Jim Lawrence of KSD, chairmanned the session. NARND received bids from nine cities to play host to the next convention.

Open Mike

(Continued from page 18)

quests to produce or participate in various programs over the Philadelphia stations. We are at the moment working with both WPEN and WCAU. . . .

Michael Eisler, Manager
Theodore Conant, Technical Director
WSRN Swarthmore College
Swarthmore, Pa.

FAMILY

WIBW has been a farm station for almost a quarter-century. We sell Kansas and adjoining states because we've served them well. We're one of the family.

WIBW The Voice of Kansas in TOPEKA

Radio Week

(Continued from page 30)

outlet, used 14 network announcements saluting Radio Week. *Headline Edition*, the network's 7 p.m. news show, carried a talk on Monday night by Attorney General Clark on "Democracy and Radio."

CBS, which carried a courtesy plug for the occasion on every top network show, announced it had carried no special programs.

Red Feather Oscars were presented to Chicago radio and television stations last week as a two-way tribute to National Radio Week and to broadcasters' participation in public service programming and the community fund drive. The Oscars, small statuettes of a male pixie with a red feather in his cap, were delivered personally by the Red Feather Kids, Dolores Silverthorne 11, and Jimmy Peyton 10.

In observance of National Radio Week, WBBM-CBS Chicago aired institutional announcements on two daily network shows, *Music for You* and *Chicagoans*.

Spots were inserted in the schedules of *Words and Music* (six-a-week), the *Dave Garroway Show* (Sundays), *Design for Listening* (Tuesdays) and *Musicana* (Thursdays), WMAQ-NBC network presentations Chicago.

WGN rebroadcast Mutual's *Junior Achievement* program (Sundays) which was specially written last week to honor the radio industry. Twenty announcements were aired.

ATS Film Forum Slated For Dec. 1 in New York

THE FIRST film forum of the American Television Society will be held Dec. 1 at New York's Museum of Modern Art Theatre, Emerson Yorke, ATS secretary and film committee chairman, announced.

Panel discussions on network operations, advertising, film production and distribution, camera lenses and their uses, large screen operation, and certain technical aspects of video films, will be led by recognized television authorities.

546 foot insulated vertical radiator with four section RCA pylon above, at **Radio Station WTPS, New Orleans, La.** *We invite your inquiries for AM-FM-TV towers.*

LEHIGH STRUCTURAL STEEL CO.
17 Battery Place, NYC

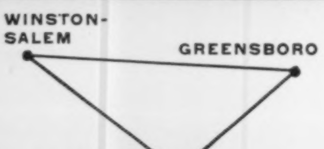
LOCAL
PROGRAMS
THAT
Click!

- Carolina Reveille
- Music for the Mrs.
- Piedmont Farm Program

Plus NBC'S
PARADE OF STAR
NETWORK SHOWS

ALL ON WSJS AM-FM

THE STATIONS WHICH
SATURATE
NORTH CAROLINA'S
GOLDEN TRIANGLE



No. 1 MARKET
IN THE
SOUTH'S No. 1 STATE

WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS

NBC
AFFILIATE
Represented by
HEADLEY-REED COMPANY

FIRE STRIKES

Over $100,000 Damage At WCBT, WKY-TV

WITHIN less than a week fire has struck at two stations, resulting in well over $100,000 worth of damage. On Nov. 13 the studios and offices of WCBT Roanoke Rapids, N. C., were gutted and on Nov. 16 fire destroyed the television studios and equipment of WKY Oklahoma City.

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The fire, which the station reports may have started from a workman's cigarette or electrical short, started in the ceiling of WKY's Municipal Auditorium studios. In addition to gutting the 400-seat studio, the fire also damaged equipment being installed in the balcony area control room.

Although the fire was brought under control within 20 minutes, the station reports that much of the three months' remodeling job of the studio will have to be redone.

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Defense

(Continued from page 25)

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The appeal, filed by the Washington law firm of Philip M. Baker and Charles E. Thompson, charges that WJBW had been denied a proper hearing because FCC refused to hear oral argument by counsel of Mr. Carlson's choice.

It argues that the consolidation of Mrs. Carlson's application with the WJBW renewal request was contrary to Commission policy and that FCC erroneously declined to allow WJBW to reopen the record to show plans for technical improvements. Renewal denial was based on engineering factors.

A compromise agreement concerning the operation of WJBW is pending FCC approval and if granted would effect dismissal of the appeal. The agreement, drawn up by law firm of Welch, Mott & Morgan, Washington, involves request by Mrs. Carlson for special service authorization to use equipment of WJBW for several months until her own authorized station (WADW) is completed [BROADCASTING, Aug. 6].

Under the agreement Mrs. Carlson would pay her former husband $600 a month to a total of $108,000, starting when she took over WJBW equipment. Mr. Carlson would relinquish all claims to the ownership of community property that had not been settled by their 1942 divorce proceedings and would pay her $3,000 for certain property to be retained by him.

Regarding denial of full hearing, the WJBW appeal stated FCC gave only eight days notice of the oral argument on a case that required five years to complete.

WMPS
MEMPHIS

YOU CAN HEAR THE DIFFERENCE

68 On Your Radio
10,000 W DAY TIME
5,000 W NIGHT TIME
Represented by
RADIO REPRESENTATIVES, INC.
480 LEXINGTON AVE., NEW YORK, N. Y.

TIME BUYERS ARE PEOPLE, TOO!

DRAWN BY BASIL WOLVERTON

ART GUDELMAN

Barton A. Stebbins Advertising Agency... Los Angeles

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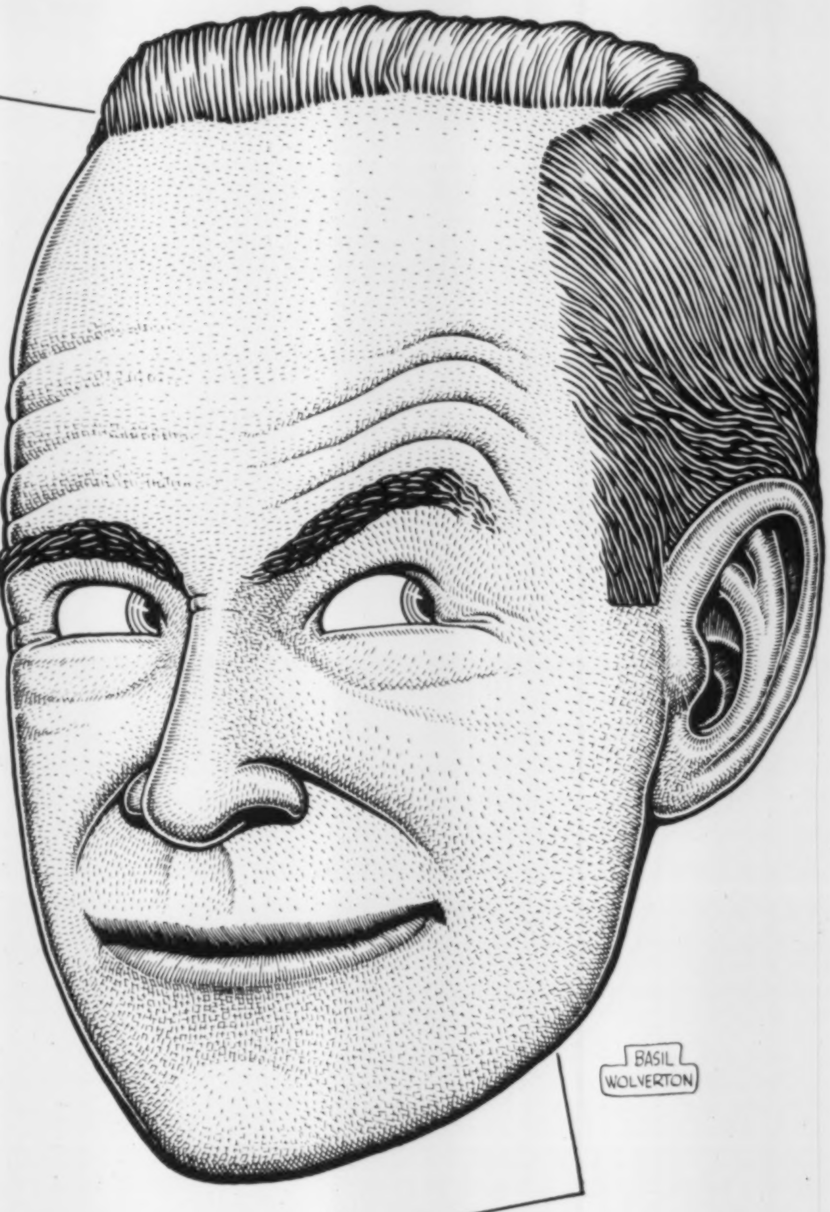

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PORTLAND, OREGON

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NBC AFFILIATE

Represented Nationally by Edward Petry & Co.

LOCAL PROGRAMS THAT *Click!*

- *Carolina Reveille*
- *Music for the Mrs.*
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Plus NBC'S
PARADE OF STAR
NETWORK SHOWS

ALL ON WSJS AM-FM

THE STATIONS WHICH
SATURATE
NORTH CAROLINA'S
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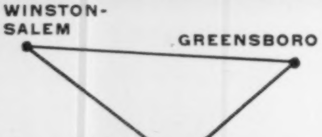

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IN THE
SOUTH'S No. 1 STATE

WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS

NBC
AFFILIATE
Represented by
HEADLEY-REED COMPANY

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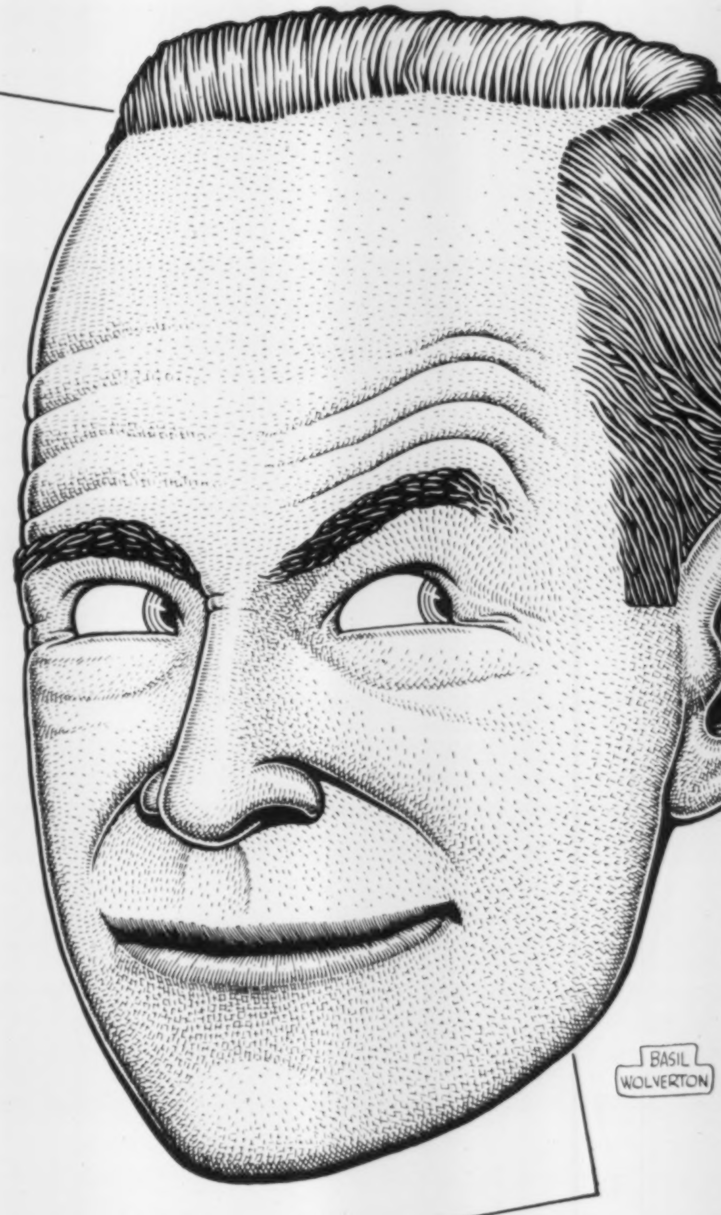

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KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
NBC AFFILIATE

Represented Nationally by Edward Petry & Co.

ADLEW'S GREATEST WATCH VALUE

17 JEWEL • 2 PUSH BUTTON

CHRONOGRAPH

• WRIST WATCH
• STOP WATCH
• TELEMETER
• TACHOMETER

A Treasured Lifetime Gift

"4-In-1" Precision Instrument of Unvarying Accuracy. ● Incabloc Shock Resistant Feature, Sweep Second Hand, Anti-Magnetic, Radium Dial, Stainless Steel Back, Unbreakable Crystal.

$29.75 plus 10% tax

(formerly $71.50)

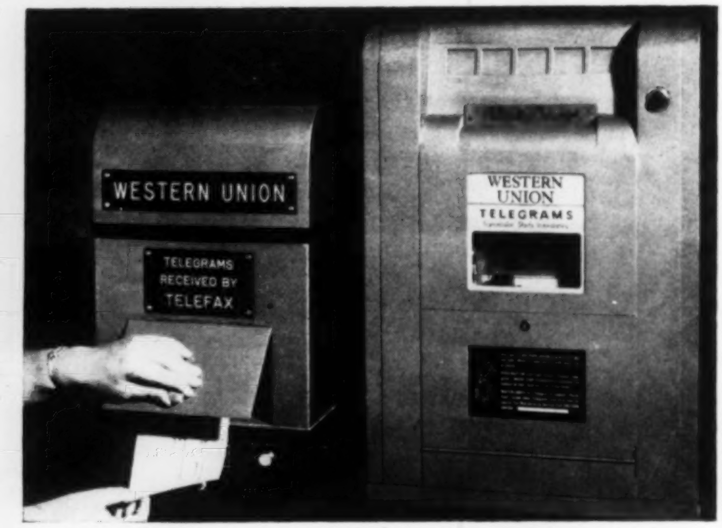
IDEAL for use in sports, sciences, engineering, medicine, photography, radio, aviation.

Also available in 18K Gold Case — $64.50 plus 10% tax (formerly $125).

MAIL ORDERS promptly filled. Shipped C.O.D. or send check or money order. Address all mail orders to: ADLEW JEWELERS, 152 W. 42 St., N. Y. 18 (Dept.128)

OUR FAMOUS GUARANTEE
MONEY BACK IN 10 DAYS
if not satisfied for any reason

Adlew JEWELERS
117 W. 42 St. • New York 18



New Western Union Telefax unit (at left) alongside standard WU automatic telegraph machine.

* * *

TELEFAX

Push-Button Telegram Transmission

TELEFAX, a facsimile communications system enabling push-button transmission of telegrams and written matter, was put into public use by Western Union last Thursday in Washington. Although presently restricted to common carrier facilities, there is distant possibility that Telefax may someday invade the television spectrum.

Guests will be offered "round-the-clock" Telefax service at the Wardman Park Hotel in Washington, where the first installation was made by Western Union.

To dispatch a message, in his own handwriting if he chooses, the sender merely presses a button of the telefax sending machine and then deposits the message in a slot of the machine. Telegrams are automatically wrapped around a revolving cylinder, which scans the message with an electric eye in much the same manner as Ultrafax.

The material is converted into electric impulses which are flashed across wires to the central office of Western Union for transmission to its destination. The impulses are then reproduced in facsimile at the terminal end of the line, dropping out the receiving machine ready for delivery. The transmitting and receiving units are about the size of a slot machine.

Participating in the inaugural ceremonies at the hotel were the inventor, F. E. d'Humy, WU vice president of engineering; A. K. Mitchell, Washington WU superintendent, radio star Kate Smith, FCC Commissioners Rosel H. Hyde, Edward M. Webster, Robert F. Jones and Frieda Hennock and officials of the hotel.

The system eliminates keyboard transmission of telegrams and saves the time required for messenger pick-up and delivery. Even more speed will result in transmission of messages between cities when Western Union has completed its proposed nation-wide radio beam system now under construction. This system operates in the 5,000 mc region with a channel width of 150 kc. The system already extends from New York through Pittsburgh, Philadelphia, Baltimore and Washington.

There are 18 repeater towers located from 30 to 50 miles apart on the New York-Washington circuit. In anticipation of relaying television signals by radio, Western Union has also mounted TV relay equipment on its Telefax towers.

Plans of Western Union also call for equipping fleets of "Telecars" in interconnected cities. The "Telecars," with 2-way radio-telephone and Telefax facilities, would receive the printed messages from the central office of a city and then deliver them.

A Western Union "Telecar" is now in operation in Baltimore. It is using facilities in the 300-40 mc region. However, Western Union officials are known to be seeking facilities in the 150-200 mc channel, still outside the broadcast range.

Western Union presently is concentrating the bulk of its efforts on Desk-Fax, an adaptation of Telefax for private business use.

The use of RCA's Ultrafax system is envisioned only if the volume eventually transmitted via Telefax proves too heavy for common carrier operations.

WCOP Boston, Nov. 7, presented half hour documentary, *The Far Horizons*, to dedicate its FM operation. Narrative covered career of Maj. Edwin Howard Armstrong, struggles of FM to establish itself, and FM advantages. Script was by Jan Mitchell.

This is KRGV's MAGIC VALLEY

SERVING THE LOWER RIO GRANDE VALLEY OF TEXAS

● Cotton in the bale is money in the bank and dollars in your pocketbook Mr. Time Buyer. In 1948 Magic Valley produced the largest cotton crop in its history, 322,619 bales—over $50,000,000. Contrast this with 46,644 bales of 1935 or 257,410 bales produced in 1947. It's a rich progressive, GROWING market . . . covered by KRGV.

NBC-Lone Star Chain
1290 KC
1000 WATTS
KRGV
STUDIO
WESLACO
TEXAS

REPRESENTED BY—TAYLOR-BORROF & CO., INC.

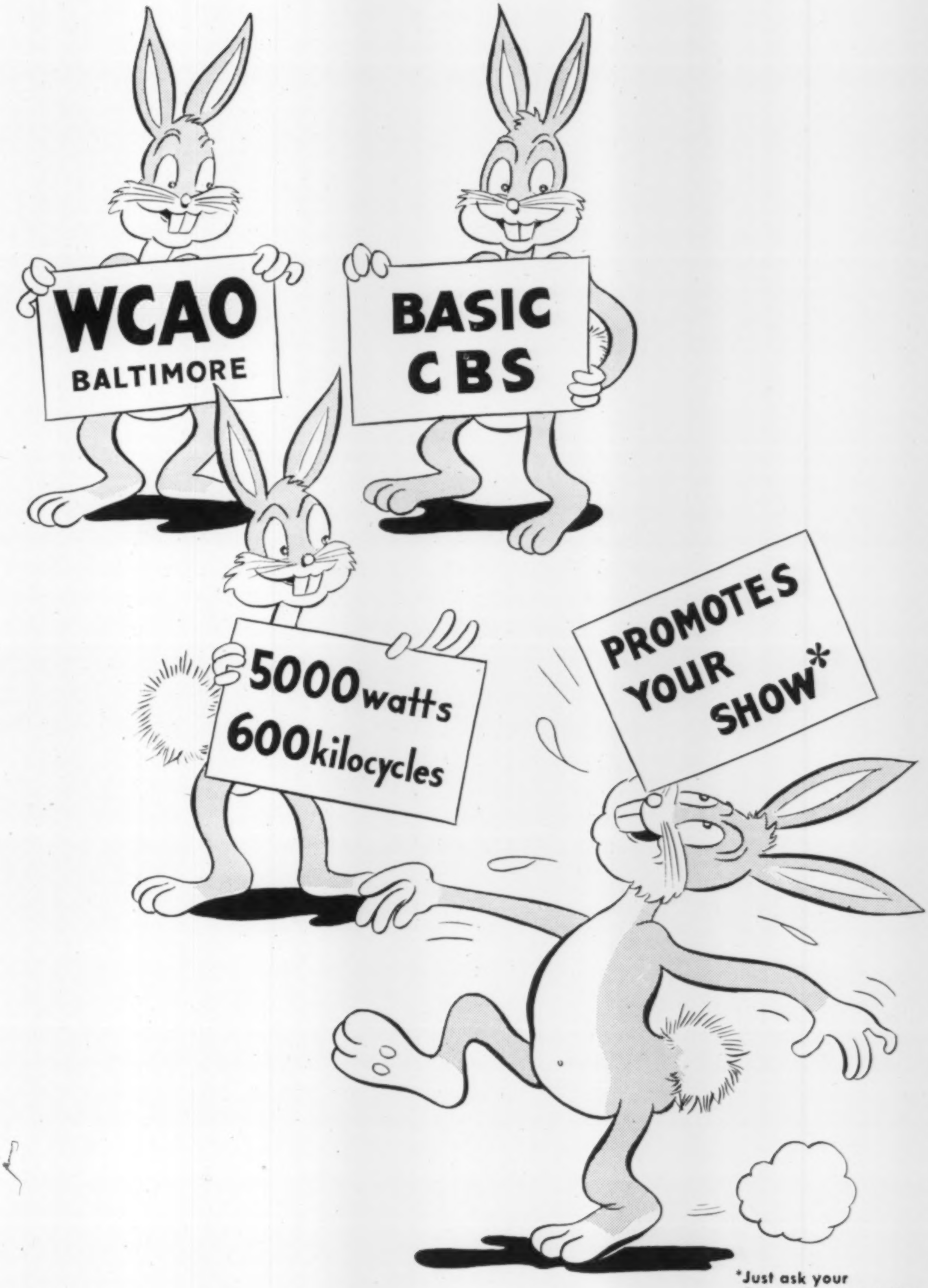
W M I N

ST. PAUL, MINNESOTA

The News, Music and Sports Station in the Twin Cities

Frank M. Devaney,
General Manager

Represented by:
RADIO REPRESENTATIVES, INC.


WCAO
BALTIMORE
BASIC
CBS
5000watts
600kilocycles
PROMOTES
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SHOW*

*Just ask your
Raymer representative

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BUFFALO COURIER EXPRESS STATION

BUFFALO AND THE NIAGARA FRONTIER

Where more than a MILLION spend more than a BILLION a year!

5000 WATTS DAY & NIGHT AT 970 KC

OUR NEW COVERAGE MAP— ...a pleasure to show a client!

WRITE FOR IT TODAY

MUTUAL BROADCASTING SYSTEM
WEED & CO. Representatives

DOUBLE CONTROL

CBS Adopts New Film System

CBS last week announced adoption of the "double control" film recording system for use in recording network video shows on film to send to affiliate TV stations not yet interconnected for live network programs.

Choice of the double system, which records the pictures and the sound separately, was based on the belief that this method is better able to meet television's high fidelity requirements, William B. Lodge, vice president in charge of general engineering, pointed out.

"Our choice is based on the fact that the double system, universally employed in Hollywood motion pictures, permits individual control of both picture and sound quality," said Mr. Lodge, "whereas single system television recording imposes limitations on the quality of the picture or the sound, or both.

Independent Developing

"In the double system, two different types of film negative are used for the initial recording, each type especially suited for the particular purpose. The developing process for picture and sound can thus be controlled independently to achieve maximum fidelity for both.

Separate control is not possible in single system television recording. The actual release print produced by double system recording is a composite of the separately processed sound negatives and picture negatives."

The new CBS recording plant began operating last week, filming roughly seven hours of the network's top video programs for use by CBS-TV affiliates. Programs recorded included *Ford Theatre*, *People's Platform*, *Kobbs Korner*, *Winner Take All*, *What's It Worth?*, the three-a-week *Places Please* and the five-a-week *Face the Music* and *Lucky Pup*.

Identical video recording facilities will shortly be installed in Hollywood. CBS then can serve its video affiliates from the country's two major programming centers with 16mm prints suitable for use on the type of projection equipment normally employed by TV stations.

A CBS spokesman said that the master films would naturally be more expensive than those made by the single system—with both pictures and sound recorded on the same film—but when this cost is distributed among all stations receiving the service it amounts to very little per station. He stressed the point that the prints resulting from this sysem cost no more despite their superior quality.

Howard A. Chinn, CBS chief audio-video engineer, and Skipworth Athey, CBS project engineer, supervised development of the CBS video recording system. RCA provided the electronic components of the system; J. M. Wall Inc. and Eastman Kodak produced the cameras; J. A. Maurer Inc. made the major units of the sound recording equipment.

Programs to be recorded will be fed by wire from the network's TV studios in the Grand Central Bldg. to the new recording plant at 49 E. 52nd St., about half a mile away.

CBS will use the new recordings to serve its TV affiliates in the Midwest until Jan. 12, when they will be hooked up by coaxial cable to the East Coast network to receive the programs live. Other video stations in the South, Southwest and West Coast will get CBS service by film for an indeterminate period.

Wilson Addresses PR Society Meet

ALMOST 15 billion listener-impressions were obtained last year through the radio allocation plans of The Advertising Council, New York, in behalf of public service campaigns, according to Allan M. Wilson, vice president of the council.

Speaking at the first annual meeting of the Public Relations Society of America in Chicago on Tuesday, Nov. 16, Mr. Wilson outlined the benefit industry derives from public service advertising.

Pointing out that General Mills is budgeting about $1 million for public service advertising this year, he called such advertising "a servant who cannot be influenced in what he does and says by the whims of an editor or the human frailties of a speaker or a witness before a Congressional committee or even of a private secretary . . . worth his weight in platinum."

The society's award for top public relations man of the year went to Howard Chase, director of public relations for General Foods Corp., for "his leadership and contribution to the public relations profession."

NBC Sunday

(Continued from page 22)

what MCA regarded as satisfactory terms with the talent agency.

Less than a fortnight ago Niles Trammell, NBC president, flew to Hollywood reportedly in the belief that he was about to clinch a deal to retain Mr. Benny. He returned a few days later to New York with the gloomy conviction that NBC had no chance to keep its veteran star.

One source speculated that the NBC negotiations had been snagged by a dispute with MCA over the control of Mr. Benny, whose capital gains purchase by either NBC or CBS would be arranged through his own corporation, Amusement Enterprises Inc.

Mr. Benny is sponsored by American Tobacco Co. and the Harris-Faye show by Rexall Drug Co. Both sponsors would move to CBS with the shows under present plans.

ASCAP Appeal

APPEAL of ASCAP from the decision of U. S. District Judge Vincent L. Leibell will be heard Nov. 29 in the U. S. Circuit Court of Appeals. ASCAP failed to secure a postponement. Whatever the circuit court decision, the issue is virtually certain to be taken to the U. S. Supreme Court, either by ASCAP or by the motion picture people. Ruling of the district court not only restrained ASCAP from collecting performance rights fees from movie theatres but also found the present organization of ASCAP inherently a violation of the anti-trust laws.

There will be another session of the
RADIO SALES TRAINING SCHOOL
Columbus, Ohio • Nov. 29-30, Dec. 1
Subjects include:
- HOW TO SELL LOCAL RADIO
- SELLING OPEN-END TRANSCRIPTIONS
- SELLING CO-OP SHOWS
- HOW TO HELP YOUR NAT'L. REP.

and the proven
10 Point Plan of Sales and Services
Tuition $100 Enrollment Limited to 6
Maximum personal attention. Wire Now
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WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
A B C Affiliate
Representative J. P. McKINNEY & SON

THE REL 10KW FM BROADCAST TRANSMITTER

challenges

any other 10KW Transmitter to equal its performance and economy

IN PARTICULAR IT INVITES ATTENTION TO THE FOLLOWING OUTSTANDING FEATURES:

1 It requires but 18.5 Kilowatts primary input power to produce 10 Kilowatts of radio frequency output power.

2 It pulls from the check book only $32.85 for a complete renewal of the modulator tubes, only $117.00 for the intermediate amplifier tubes, and only $480.00 for the final amplifier tubes. For a complete set of rectifiers and regulators only $112.45.

3 Its modulator—the Serrasoid—produces a signal to noise ratio of 80 db measured at 150 KC swing.

4 It produces less than .25% distortion under full modulation between 50 and 15,000 cycles.

5 It *never* departs from its assigned frequency by more than .0005%.

6 It employs only tetrodes in the power gain stages.

THE REL 10 KW INVITES INSPECTION AND PROOF OF PERFORMANCE AT: 35-54 36th STREET, LONG ISLAND CITY 1, NEW YORK.

REL

PUERTO RICO SEEKS DISMISSAL OF FM CP

PUERTO RICO Communications Authority, whose commercial radio activities have been under scrutiny of the House Select Committee to Investigate the FCC [BROADCASTING, Nov. 8], last week petitioned the Commission for dismissal of its FM construction permit. CP was granted March 31.

Permittee of WIPR, AM outlet in Rio Piedras, the insular government organization has been under attack from the local private broadcasters who contend WIPR would compete unfairly with their own stations. The Congressional investigation arose from these complaints.

The Puerto Rico Communications Authority in its petition stated that since the granting of the FM permit it "has found it necessary to revise its budget to meet new and current expenses with the result that the present budget for this project [FM] is very limited."

Transmitter Logs

NAB last week mailed to member stations a revised "Sample Transmitter Operating Logs and Pertinent FCC Rules and Regulations." FCC rules and standards covering AM, FM and TV logs are included. The material was collated by Neal McNaughten, assistant director, NAB Engineering Dept. Last edition was published in 1946.

TRANSFERS

FCC Approves 9 AMs, 1 FM

FCC APPROVAL was granted last week for ownership transfers involving nine standard stations and one FM outlet.

Sale of 50% interest in WHBO Sulphur Springs, Fla., was approved by the Commission from James D. Sinyard, retiring partner, to Harry J. Dunlap for $25,000.

Consent also was given for sale by Ross K. Prescott of 20% holding in KTAE Taylor, Tex., for $10,000 to K. L. McConchie. Mr. Prescott also assumes increased holding of 50% in KCHE El Reno, Okla., with retirement of minor interest in that station by J. T. Carlisle.

Other station transactions approved by FCC included KXRJ Russellville, Ark.; KVMV Twin Falls, Ida.; WBSR Pensacola, Fla.; WATO Oak Ridge, Tenn.; KCBC and KCBC-FM Des Moines and KVGB Great Bend, Kan. Details follow:

WHBO Sulphur Springs, Fla.—Granted assignment of license from Sulphur Springs Broadcasters to new partnership of same name and composed of one of two present partners, Harold A. Dunlap. James D. Sinyard, retiring partner, sells 50% interest for $25,000 to Harry J. Dunlap, retail milk dealer at Elyria, Ohio, who becomes business manager of station. Harold Dunlap becomes general manager. WHBO is assigned 250 w day on 1050 kc.

KXRJ Russellville, Ark. — Granted assignment of license from The Valley Broadcasters, partnership, to Valley Broadcasters Inc., new firm composed of two original partners and new individual. Clyde R. Horne and Jerrell A. Shepherd, original partners, hold 40% interest each in new firm and 20% interest is acquired by Joe D. Shepherd. Latter pays $100 for 20% common stock interest and acquires preferred stock in amount of $4,000. Of this amount, $3,584 is paid through cancellation of note against station. KXRJ is assigned 250 w on 1490 kc.

KCHE El Reno, Okla.—Granted assignment of permit from El Reno Broadcasting Co. to partnership of same name and including two or three original partners, C. C. Woodson and Ross K. Prescott, each 50% owner. Retiring partner J. T. Carlisle is reimbursed for his investment, $1,750. KCHE is assigned 500 w day on 1590 kc.

KTAE Taylor, Tex.—Granted assignment of license from Williamson County Broadcasting Co. to new partnership of same name and including two of three original partners, Graham Gillis Conoley and Dr. Raymond Garrett, owning 40% each. Ross K. Prescott sells his 20% holding to K. L. McConchie, partner in Taylor Motor Co., for $10,000. KTAE is assigned 1 kw on 1260 kc.

KVMV Twin Falls, Ida.—Granted acquisition of control of Radio Sales Corp., licensee, by Franklin V. and Velma A. Cox, Charles S. Crabtree sells 15 of his 50 shares to corporation at $100 per share. Percentage of Cox's holding thereby is increased from 47.6% to 51.3%. KVMV is assigned 250 w on 1450 kc.

WBSR Pensacola, Fla.—Granted acquisition of control of Excambia Broadcasting Co., licensee, by Ruth Braden, 50% owner, through purchase by her of 10% holding of Kirke M. Beall for $4,000. Mrs. Braden's mother and brothers hold 30% interest. WBSR is assigned 250 w on 1450 kc.

WATO Oak Ridge, Tenn.—Granted assignment of license from co-partnership of Frank E. Pellegrin and Carlin S. French to WATO Inc., new firm in which partners each hold 40%. Marshall H. Pengra, manager, acquires 20% for about $10,000. WATO is assigned 250 w on 1490 kc.

KCBC KCBC-FM Des Moines—Granted relinquishment of negative control of Majestic Broadcasting Co., licensee, from Myles H. Johns, June Smith Johns, George P. E. Caesar Jr. and Claudia U. Caesar, and Myles H. and June Smith Johns as trustees, to Victor M. Harding and Vi Daniel M. Schuyler, trustees, and Karl Peters and Helen U. Peters. Combined holdings of relinquishing group is reduced from 66⅔% to 41⅔% as Johns, now divorced, transfer certain trust holdings for their children to Messrs. Harding and Schuyler. No consideration is involved. Already consummated is sale of one-third interest by original group for $25,000 to the Peters, FCC said. KCBC is assigned 1 kw on 1300 kc.

KVGB Great Bend, Kan.—Granted transfer of control of KVGB Inc., licensee, from R. C. and M. F. Russell to Helen Townsley Coogan and her brothers, Will Townsley Jr. and Russell T. Townsley. Mrs. Coogan reclaims 80% interest from the Russells, her uncles, which she transferred to them before going on a trip to South America. No money is involved. KVGB is assigned 5 kw on 1590 kc.

FCC Warning

BECAUSE of mounting interest in radio for business and personal use and detection of an increasing number of illegal transmitters, FCC last week reiterated that all types of radio operation must be authorized under prescribed rules and regulations. Commission reported that operation of an unlicensed transmitter by Victory Cab Co., Shawnee, Okla., has resulted in transmitter's operator being placed on one-year probation by Justice Dept. for violation of Communications Act. Number of illegal transmitters located through FCC field operations during past fiscal year amounted to 153, an increase of 26% over pervious year, FCC said. Since July 1 an additional 48 violators have been uncovered and their activities halted.

Rapid City, Topeka Get Class B FM CPs

NEW CLASS B FM construction permit was authorized last week by FCC to Black Hills Broadcast Co., Rapid City, S. D., licensee of KOTA Rapid City. Facilities are Channel 234 (97.7 mc) with effective radiated power of 16 kw and antenna height above average terrain of 390 ft. Estimated cost is $39,450.

Class B permit was issued to KTOP-FM Topeka, Kan., for Channel 258 (99.5 mc), ERP 8.8 kw, antenna 280 ft. CP covers conditional grant previously issued. CPs were issued by FCC also to six other FM stations for changes in facilities.

Commission adopted orders to switch Channel 268 (101.5 mc) from Salisbury, Md., to Georgetown, Del., effective Dec. 28, and to switch Channel 293 (106.5) from Harrisburg to Bloomsburg, Pa., effective same date.

CPs were issued by FCC to following stations in lieu of previous conditions:

KECA-FM Los Angeles—to change antenna height from 2,900 ft. to 3,000 ft.

KWOC-FM Poplar Bluff, Mo. — To change power from 9.6 kw to 16 kw, and antenna from 225 ft. to 190 ft.

WNAR-FM Norristown, Pa.—Granted modification of CP to make changes in antenna system.

WXYZ-FM Detroit—To change power from 23 kw to 30 kw and antenna from 485 ft. to 430 ft.

WCUO Cleveland—Class B; 103.3 mc Channel 277 (103.3 mc), 14 kw 575 ft. (CP granted Oct. 8, 1947, but never issued.)

WMBS-FM Uniontown, Pa.—Granted modification of CP to change studio location to 5 miles SE of Uniontown, one-fourth mile north of Route 40, Pa.

New WGAT Facilities

A RECORD of 123 days in the construction of a four-tower directional array is claimed by WGAT Utica, N. Y. The construction permit was granted on June 3 and operation of the new facilities started Nov. 10, according to J. Eric Williams, owner and general manager. Construction time was lengthened in August when one of the four towers buckled and fell. WGAT moves from 1100 kc with 250 w daytime to 1310 kc with 1 kw day, 500 w night. The new plant represents an expenditure of about $120,000, according to Mr. Williams, and will operate on a 24-hour schedule.

WAFB

BATON ROUGE, LOUISIANA

1,000 Watts • Mutual Network

SERVING A

$100,000,000

MARKET

Now Represented Nationally

BY

LORENZEN & THOMPSON, Inc.

NEW YORK
CHICAGO
ATLANTA
CINCINNATI
KANSAS CITY
DETROIT
LOS ANGELES
ST. LOUIS
SAN FRANCISCO

RCA INSTITUTES, INC.

A Service of Radio
Corporation of America

The oldest and recognized as one of the leading Radio Schools in America offers its specially trained Radio and Television technicians to the Broadcast Industry. (Our graduates have 1st Class Telephone License.)

We solicit your inquiry.

Address: Placement Manager
RCA INSTITUTES, INC.
350 West 4th St., New York 14, N. Y.

FAX MONOPOLY? *Ernst Sees Danger For Press*

MONOPOLISTIC control of facsimile will result in total destruction of America's free press within the next ten years, Morris Ernst, New York attorney, told a Congressional committee last Wednesday.

Appearing before the Anti-Monopoly subcommittee of the House Small Business Committee, Mr. Ernst, who has on different occasions represented the American Newspaper Guild, had this to say on facsmile:

"You know what facsimile holds forth for the future. The newspapers from New York City can be sent out over the air, and there will be no typesetters needed in any city in the country, and it is my best guess that it is ten years off, and only ten years off. Because you can't, in your small town, stand the economic burden of setting type, in competition with the cheapness of sending the printed page by air. It can even come into your home eventually, by means of a piece of paper attached to the radio . . ."

Mr. Ernst told the Congressmen that no progress was being made in restoring free enterprise to America because "by the time you come to a decision . . . whichever side you take, somebody else has grabbed all the patents on facsimile and controls the press of the nation."

'Nub of Monopoly'

On the subject of patents, which he described as the "nub of monopoly," Mr. Ernst advocated that the owner of a patent license "everybody at a decent price and a fair profit." He said this should apply to "the most precious commodity known to man, the First Amendment commodity, the radio, the movies and the press."

Mr. Ernst condemned absentee ownership of radio stations and what he said was the practice of telephone companies in refusing to lease lines for less than a period of one hour, thus penalizing local stations.

He acknowledged being "in the radio situation, where Sarnoff and Paley and other networks lost their fight." For this reason he said he was prejudiced, adding he was not "ashamed of my prejudice."

"I am not critical of the four men who own the radio of America," Mr. Ernst said. "I am not critical of them as people. But those four people, four groups, own the public mind through the ether."

Mr. Ernst maintained a newspaper should not own its own radio station. "The last time I looked into it," he said, "there were a hundred towns in the United States where the only newspaper owned the only radio station."

Public opinion polls were identified by the attorney as "the greatest force in America for the reduction of the taste of the people, and the reduction to the lowest common denominator of culture."

Political polls were of little concern to Mr. Ernst "because they have a corrective." The corrective, he said, were the people.

"I am worried," said Mr. Ernst, "about the Hooper poll, which determines what goes on the air. And there is no way of checking up as to whether Hooper is within 50% of what he says."

CHNS
HALIFAX NOVA SCOTIA
Our List of NATIONAL ADVERTISERS Looks Like WHO'S WHO!
THEY want the BEST!
Ask
JOS. WEED & CO.,
350 Madison Ave., New York
About the
Maritimes Busiest Station
5000 WATTS—NOW!

MEDIA FREE SPEECH CONFERENCE IS HELD

SECOND annual meeting of the All-Media Conference on Freedom of Expression was held Friday at NAB headquarters ir Washington. Representatives of all principal means of communication attended, including newspapers, radio, magazines, books and motion pictures.

The conference was conceived over a year ago by NAB President Justin Miller as a means of blocking government inroads on freedom of speech.

Among those attending were James M. Barnes, Society of Independent Motion Picture Producers; Erwin D. Canham, American Society of Newspaper Editors; William L. Chenery, chairman, editorial committee, National Publishers Assn.; Kenneth Clark, Motion Picture Assn.; Sig Mickelson, National Assn. of Radio News Directors; Curtis W. McGraw, American Book Publishers Council; Sidney Schreiber, Motion Picture Assn. of America; Col. James Hale Stein (WGAL Lancaster, Pa., etc.), chairman, American Newspaper Publishers Assn., Federal Laws Committee; Harry F. West, American Book Publishers Council; William Van Allen, Hanson, Lovett & Dale; Eric Johnston, MPAA.

A banquet was held at the Thursday meeting, with members of the NAB board participating. First meeting of the group was held June 27, 1947.

ADMIRAL Corp., Chicago, Nov. 10, announced production of its one-millionth record player unit since the end of World War II. One shift now produces 10,000 units weekly, the firm reports.

WPIX Bargaining Units Are Settled

THREE major unions in the television field have agreed on a division of the employes of WPIX (TV) New York into seven bargaining-unit categories and have signed an agreement for "consent elections" in each group.

The unions are International Brotherhood of Electrical Workers (AFL), National Assn. of Broadcast Engineers & Technicians (independent) and International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators (AFL), along with six New York locals of IATSE.

Agreement, sanctioned by the National Labor Relations Board, calls for separate bargaining units for television engineers, film projectionists, film cameramen, film editors, film laboratory technicians, film sound engineers and stage employes.

The agreement followed an NLRB hearing on an IBEW petition for jurisdiction over all seven groups of WPIX employes, which was contested by NABET and IBEW. Nearly 1,000 pages of testimony were sent to NLRB headquarters in Washington by New York hearing officer Warren Leland, but the inter-union agreement was reached before the board had rendered its decision.

Commenting on the Agreement, Robert L. Coe, WPIX manager said:

"We are pleased that an agreement has finally been reached among the unions as to proper bargaining units for television. This agreement is along the lines we recommended to the National Labor Relations Board many months ago, when we first stated our willingness to deal with any union properly chosen by our employees voting in appropriate bargaining units. It will now be possible for these elections to be held without further delay. We are confident that the success of these unions in settling their jurisdictional differences will be of aid in promoting the stability of labor relations in the television field."

SENATORS TO LEAVE FOR IHFB MEETING

THE CONGRESSIONAL contingent of the American delegation to the International High Frequency Broadcasting Conference plans to leave for Mexico City Nov. 23, it was learned last week.

Sen. Charles W. Tobey (R-N.H.), acting chairman of the Senate Interstate and Foreign Commerce Committee, has found it imposible to attend the conference and will be replaced by Sen. Edwin C. Johnson (D-Colo.). Sen. Johnson is slated to assume the chairmanship of the Commerce Committee when the reshuffled Congress convenes in January.

Another delegate will be Sen. Ernest W. McFarland (D-Ariz.). Edward Cooper, communications advisor of the Senate Committee, will serve in a similar capacity to the legislators at the high freqency sessions.

The Senate group is expected to arrive during a comparatively peaceful period of the conference and the length of their stay is indefinite.

KROD
CBS
IN
El Paso
Texas
NOW
5000 WATTS
AT 600 KC
WESTERN LINK
LONE STAR CHAIN
KEY STATION
SOUTHWEST NETWORK
NO INCREASE IN RATES
Long the Southwest's BEST BUY — Now even BETTER
NATIONALLY REPRESENTED BY TAYLOR-BORROFF & CO., INC.

Confirming a persistent rumor...

Fairchild Recording Equipment Corporation has been newly formed to concentrate on the specialized requirements of the Radio Broadcast and Record Industries. Our mission? To shatter another rumor: That top-quality sound recording equipment *has* to be expensive. We intend to produce the same outstanding line of disk recording instruments—*formerly made by Fairchild Camera and Instrument Corporation*—to sell at lower prices!

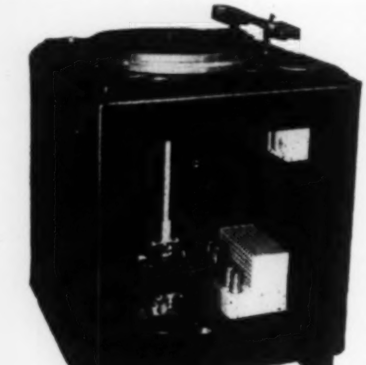
What makes price reductions possible? An organization of specialists concentrating on sound recording alone . . . to speed the development of new equipment . . . to handle special problems speedily and inexpensively . . . to effect more efficient production methods . . . to effectively reduce selling costs.

What's in store for the future? Plenty! The *new* Fairchild Magnetic Tape Recorder is the first of a number of new sound recording instruments to be developed through skilled and visionary research. Keep your eyes—and your ears—on Fairchild Recording Equipment. *Interesting developments are in the making!*

NEW LOW PRICE $485

Fairchild Transcription Turntables are now available for immediate delivery.

Advantages of Fairchild's COMPLETE REPRODUCING SYSTEMS



Fairchild TRANSCRIPTION TURNTABLE equipped with TRANSCRIPTION ARM and the new 6-position PREAMPLIFIER-EQUALIZER delivers wide range, distortion-free performance that will delight the ears of the most critical engineer.

- √ Perfectly balanced channel from pickup to high level input.
- √ Signal from turntable at line level.
- √ Equalization for any pickup.
- √ Use of two or more pickups with single equalizer.
- √ No low level hum problems.
- √ Greater signal-to-noise ratio.
- √ Synchronous direct drive operation.
- √ Visible stylus for easy cuing.
- √ Provision for monitoring cuing.
- √ New rugged trouble-free pickup reproducer.
- √ Economy—the elimination of one preamplifier and extra equalizers . . . the prevention of equalizer obsolescence.

All Fairchild sound equipment units—*including Studio and Portable Disk Recorders and Unitized Amplifier Systems*—are available for immediate delivery. Write for complete details: 88-06 Van Wyck Boulevard, Jamaica 1, N. Y.

Fairchild RECORDING EQUIPMENT CORPORATION

4A's Conclave

(Continued from page 23)

with J. Walter Thompson Co., maintained that art directors should be in on the designing of a commercial. "Management should insist on art director participation in preparing television commercials."

In answer to questions from the floor, the panel of speakers and S. L. (Pat) Weaver, vice president and director of radio and television for Young & Rubicam, chairman, agreed the trend is toward film commercials. The suitable length for a television commercial, they said, is "long enough to put the idea over" but as short as possible.

The meeting concluded with a brief report by Walter Craig, vice president of Benton & Bowles, on the Radio Writers Guild negotiations.

Challenge of TV

Television, today, is "the biggest challenge to creative advertising I know of," averred Chairman Henry O. Pattison, vice president and director of copy, Benton & Bowles, in opening the AAAA creative seminar, wholly devoted to the problems of selling by television.

William J. Griffin Jr., vice president and group copy head, J. Walter Thompson Co., speaking on copy, advanced the unhappy prediction that the "automatic ear" which enables the public not to hear a commercial will soon be matched by the "automatic smoked glasses for looking at television commercials without seeing them."

The basic problem with video commercials, Mr. Griffin opined, is the same problem that advertising has always had, that "of getting a vital idea."

Sometimes what look like the hardest problems can be solved by simple devices, he said, citing Ballentine's solution to its problem of getting in its commercials without interrupting its baseball telecasts. By superimposing a glass of beer over the picture of the diamond, Ballentine got over its message without making the viewer feel he was missing any part of the game, Mr. Griffin said.

The payoff, he reported, was in such direct results as a call from a bartender who said: "Okay, Ballentine, put in your tap. I give up. You win. Television wins."

Radio Hangover

A radio hangover, trying to take a radio commercial and add pictures, is the biggest fault of today's video commercials, according to Elwood Whitney, vice president and senior art director, J. Walter Thompson Co.

In a good television commercial, he said, pictures and words are "welded together as an integral part of each other."

He advocated for TV the process used to create commercial movies: An art director and a writer working together to produce a video story board. (A story board is a layout with a strip of pictures along one side, the accompanying text along the other, not unlike a cartoon sequence.)

"Keep your commercials simple," was the advice of William E. Forbes, supervisor of television operations for Young & Rubicam. He pointed out that the tuning of a video set has not yet become an automatically perfect procedure so that the picture seen by most viewers will be less good than that on the director's monitor screen in the studio.

Richard de Rochmont, producer of the "March of Time" films, deplored the treatment that motion pictures are getting from television. Instead of taking the best the movies have to offer, he charged, "television has taken what is most banal, cheapest and most available."

Where is your vaunted creative ability, he asked the agency men, when the best video program today is a vaudeville show such as might have appeared on the Orpheum circuit in 1932, the best light opera on a par with a high school production and the commercials like the slides used in movie houses in the pre-Harding era?

Asked where the responsibility for creating video commercials should be placed in an agency, the panel members agreed that it should be more than a radio department responsibility.

Mr. Pattison was not contradicted or even questioned when he declared that television's only kinship to radio is in its method of distribution and that in every other sense it is blood brother to the movies.

Film vs. Live

The inevitable question about the relative merits of film and live commercials brought a variety of answers. Mr. Griffin said it depends on the product, pointing out that the new large Ford truck would be hard to get into a video studio, whereas it is demonstrated in action on film. And so effectively demonstrated, he stated, that a man in Philadelphia walked into a Ford showroom and bought a truck, just from seeing the film demonstration on television.

Mr. de Rochmont expressed a preference for live commercials "where you can use them, as they are infinitely more convincing at this stage of television." But he pointed out that where a message is going to be repeated again and again a film recording is the surest way of getting it right every time.

Mr. Forbes called film "more sure-footed than live productions" and added that its cost can be amortized over a period of months or even years.

Answering a question about integrated commercials in television, Mr. Forbes urged the use of judgment. He said that while the Texaco-integrated commercial had

PANEL on radio and television production included (l to r): Dr. Peter Langhoff, director of research, Young & Rubicam, for research; Everett W. Hoyt, president, Charles W. Hoyt Co., for contact and service; Wallace W. Elton, art director, J. Walter Thompson Co., for art, and S. L. Weaver, vice president and director of radio and television, Young & Rubicam, group chairman.

worked very well, achieving a sponsor identification of 95.5%, trying to integrate a commercial into a dramatic program might ruin the show.

Mr. Griffin cited *Fibber McGee & Molly* and the *Charlie McCarthy Show* as examples of how well integrated commercials have succeeded in sound broadcasting.

Camels Contract

He contrasted this with Camels interrupting a football telecast at an exciting point to show a package in the video screen as illustrating the "sudden dull jolt that a bad commercial can give."

Mr. Forbes gave a different report of a Chesterfield commercial, a five-second superimposition of a package over the field which did not interrupt the watcher's view of the field, even though it was inserted during a time out period when nothing much was happening. "That was effective advertising to me," Mr. Forbes said.

To a query about the life expectancy of video commercials, Mr. Whitney replied that while irritation has proved successful in making listeners remember radio commercials, in television the plugs should be more pleasing.

Mr. Griffin pointed out that the Lucky Strike marching cigarettes are pleasing, in contrast to some of the product's aural advertising, and that they can be used numberless times, making their cost of $8,000 apiece inexpensive when figured on a basis of viewers reached.

Mr. de Rochmont added that just as sight and sound give television two chances to reach and attract its audience, so they give this medium two chances to wear out the audience. He urged frequent changes in commercial treatment, even though the basic theme is used for a long time.

What of Sex?

Sex is frequently used in space advertising but not in radio, said one questioner, asking what about television. Mr. Griffith gave as a good general rule to try to get away with as much as you can, mentioning that by use of good taste and skill radio advertisers frequently do many things they aren't supposed to do.

Mr. de Rochmont advised everyone in television to take a strong stand against censorship from without but at the same time to do themselves what must be done to avoid it. "Use good taste all the time," he commanded. He added that great as the danger of television becoming "potentially immoral" is, the greatest danger is that "you'll be potentially dull."

Speaking for radio and television at the AAAA session on contact and service, Leonard Erikson, vice president and radio director, Kenyon & Eckhardt, said that despite the "extremely high relative cost of advertising by television" today, no advertiser should let this factor alone eliminate his consideration of this medium.

With 495 advertisers using TV Oct. 1, 1948, as compared with 235 using it a year ago, prime night time can no longer be got for the asking, even in New York with six video stations, he reported.

What to Expect

On the basis of what is now known about television, Mr. Erikson expressed the opinion that it is usable today by almost any advertiser who:

"1. Recognizes that he can not, for some time, expect a sales return in any way commensurate with his investment in the medium.

"2. Need not in any way cut down his use of the more standard media to finance his experiment in television.

"3. Makes proper allowance in his television budget for ample testing of all its special techniques . . . in his show and his commercials.

"4. Makes the fullest possible promotional use of his television undertaking within his own sales organization.

"5. Wishes to enjoy all the advantages and eventually win the same top position that has always gone to the pioneers in all effective advertising media."

How research can help provide answers to such basic radio programming problems as whether to buy this program or to drop that one was described during the research session by Alfred Scalpone, manager of radio production for McCann-Erickson.

He told how a Lazarsfeld-Stanton analyzer profile helped his agency to locate and eliminate weak spots in a new program before it went on the air, and how an analysis of the commercials of every evening network program on the air during one week last winter is helping the agency to produce more effective commercials. Mr. Scalpone expressed the conviction that research can achieve inexpensively and painlessly what many programs are proving the hard way on the air.

Warning against allowing research to replace radio's creative functions, he concluded: "Radio is a business of ideas and instincts and, for want of a better word, hunches. However, research can guide your ideas and your instincts. It can help you decide what hunches to play."

Listenership by Men Highest on Election

EITHER men make better night-owls, or had more bets on the election, according to The Pulse Inc., New York. Whereas women constitute well over half the radio audience at other times, The Pulse report for the 12 midnight to 5:45 a.m. period of election night showed 99 men listeners per 100 homes against 75 of the distaff side.

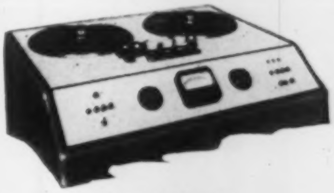
Someone was awake in one out of three homes listening to returns on Nov. 2. Ratings by quarter hours ranged from the high of 26.0 at midnight to a low of 1.0 at 5 a.m., which is probably a record audience for that time period, The Pulse pointed out. A percentage of 33.7 listened sometime during the six hours.

Following are The Pulse figures for homes with the radio on sometime between midnight and 6 a.m. on election night:

Ratings by Quarter Hours	Percent
12 midnight	26.0
12:15 a.m.	25.7
12.30	23.3
12:45	22.7
1 a.m.	20.0
1:15	19.3
1:30	15.7
1:45	15.0
2 a.m.	7.0
2:15	6.7
2:30	5.7
2:45	5.7
3 a.m.	2.3
3:15	2.3
3:30	1.3
3:45	1.3
4 a.m.	1.0
4:15	1.0
4:30	1.0
4:45	1.0
5 a.m.	1.0
5:15	1.3
5:30	1.7
5:45	2.3
Listeners per 100 Homes by Sex	
Men	99
Women	75
Total	174
Listeners per 100 Homes by Age	
Under 20	9
20-29	25
30-39	48
40-49	61
50-59	24
60 & over	7
Total	174

...it's a fact!

Yes. The newly formed Fairchild Recording Equipment Corporation has developed a studio-quality Magnetic Tape Recorder. Its design is based on a unit perfected by Dr. D. G. C. Hare, recently president of the Deering-Milliken Research Trust, and an outstanding authority on magnetic recording.



NEW!
MAGNETIC
TAPE RECORDER

Fairchild's new Magnetic Tape Recorder meets all requirements set by the latest proposed NAB specifications . . . and then some! For instance: The high fidelity performance formerly achieved at 30 inches per second tape speed *has been captured at 15 inches per second.* Result? Doubled recording time for a specific amount of tape; reduced operating speed of the equipment. Quality? In instantaneous "A-B tests" trained ears were unable to detect switching from a live program to its recorded facsimile on the Fairchild Magnetic Tape Recorder. Instantaneous playback tests also show better than 60 db signal-to-noise ratio with a maximum total distortion of 2 per cent. Additional features include:

√ Both mechanical and electrical "plug-in" construction for uninterrupted service.

√ Interlock system to prevent accidental erasing.

√ Volume indicator for metering purposes.

√ Adjustment of playback head during operation.

√ Automatic control in case of tape break.

√ Simultaneous monitoring from the tape during actual recording.

Delivery? Early in 1949! Write for complete details: 88-06 Van Wyck Blvd., Jamaica 1, N. Y.

Fairchild RECORDING EQUIPMENT CORPORATION

KMPC

(Continued from page 30)

charges included an extensive study prepared by E. Z. Dimitman, former executive editor of the *Philadelphia Inquirer* and the *Chicago Sun*, who analyzed KMPC newscasts and concluded that the scripts failed to confirm the allegations.

Since the hearing has been ordered, Mr. Dimitman has been retained to make a comparable analysis of newscasts on WJR and WGAR.

His conclusions in the KMPC analysis:

> **1. The newscasts fulfilled the principal purposes of a news communication service, i.e., to keep the station's listeners properly and adequately informed.**
>
> **2. The newscasts were a balanced presentation of the news as it developed.**
>
> **3. The newscasts were fair and impartial and gave all sides of controversial subjects.**
>
> **4. Neither the newscasts as a whole nor any portion of them were slanted, prejudiced or biased for or against any individual, group or philosophy.**
>
> **5. Item by item, the several charges made against the newscasts and the station's news policy were unconfirmed.**
>
> **6. There was no discernable change of policy in newscasting following disclosure of the charges.**

In his affidavit to the Commission Mr. Richards pointed out that he suffers a heart condition which has permitted virtually no physical activity since 1938 but that he has maintained an ardent interest in the affairs of his stations and the communities they serve in addition to his country.

Because of his enforced inactivity, he said, he "has had a tendency to be impulsive and at times to express himself on subjects in an extreme or exaggerated manner either orally or in written memoranda . . ."

Inactivity Blamed

But, he said, those who know him—including his employes—are aware of these tendencies and construe his "impulsive utterances in the light of what they know to be [his] real underlying feelings, and . . . act accordingly."

The employes, he said, "as well as affiant, know that such utterances, whether oral or in writing, are not intended to be literally carried out, and that nothing is to be done in conflict with the law, the Commission's regulation and decisions, or the welfare of the country, the listening public or the stations."

Throughout his association with the stations, he said, he has repeatedly given instructions, both in writing and orally, to the persons in charge of the operation of the stations "to comply with the law both in letter and in spirit."

Additionally, he said, all three stations have strict program codes.

In an affidavit submitted simultaneously, Mr. Mullen told FCC that he has "always regarded [Mr. Richards] as one of the outstanding broadcast station operators in the country."

He said he is "convinced that the executives and employes of each of the three stations understood, at all times, that Mr. Richards' basic instructions were to comply with the law and the Commission's regulations, decisions and policies, and that these instructions were scrupulously carried out." He said he did not believe Mr. Richards intended to order news slanted or that any such supposed order was carried out.

Mr. Mullen said when he accepted the presidency of the Richards stations early this year, following negotiations which predated the charges against the Richards stations, it was understood that he was to have "full authority over and responsibility for the operations of all three stations . . . This understanding with Mr. Richards has been and will continue to be faithfully carried out."

Basis of Complaint

The Radio News Club's complaint against Mr. Richards was based largely on charges of Clete Roberts, George Lewin, and Maurie Starrels, former KMPC newsmen.

The American Jewish Congress also petitioned FCC to revoke the license of KMPC [BROADCASTING, March 29] but this request has not been acted upon.

Text of FCC's hearing order, issued Monday:

IT APPEARING,

(1) That on Feb. 28, 1948, the Radio News Club filed with the Commission a complaint alleging that G. A. Richards, officer, director and stockholder of KMPC, Station of the Stars Inc., WJR, The Goodwill Station Inc. and WGAR Broadcasting Co., licensees of Stations KMPC Los Angeles, Calif., WJR Detroit, Mich., and WGAR Cleveland, Ohio, respectively, on various occasions issued instructions to members of the news staff and other members of the staff of KMPC, to the effect that news concerning specified individuals, groups and events should be slanted, distorted, suppressed, altered or otherwise treated in a fashion specified by said G. A. Richards in order to promote his private views and interests with respect to public figures and issues of political, social and economic importance; that the complaint further alleged that said G. A. Richards, on at least one occasion, caused the dismissal of a member of the news staff of KMPC because of his failure and refusal to present specified items of news and news comment in a manner prescribed by said G. A. Richards, and designed to reflect the opinions and views of said G. A. Richards; that the complaint further alleged that said G. A. Richards issued instructions directing that specified editorials from newspapers, selected by himself, should be broadcast over the facilities of KMPC, and that such instructions were given because the editorials selected represented the views of said G. A. Richards; that the complaint was accompanied by letters and other documents which are purported to have been written or otherwise issued by said G. A. Richards, and which purported to substantiate the complaint; and

(2) That G. A. Richards, at all times when such instructions were alleged to have been given, was the president of each of said licensees and is now and has at all such times been controlling stockholder of KMPC, Station of the Stars Inc. and WGAR Broadcasting Co., and, together with members of his family, controlling stockholder of WJR, The Goodwill Station Inc.; and

(3) That on March 19, 1948, the Commission authorized and subsequently conducted an investigation of the matters alleged in said complaint with respect to the conduct of said G. A. Richards in relation to each of the said licensees; and

(4) That on Aug. 12, 1948, the Commission furnished said G. A. Richards with a copy of said complaint and copies of documents referred to therein with the request that he submit his sworn statement covering the charges contained in said material; and

(5) That pursuant to said request, on Sept. 13, 1948, G. A. Richards through counsel submitted to the Commission his sworn statement with respect to the matters alleged in the complaint; and

(6) That the foregoing information submitted by the Radio News Club, by the affidavit submitted by G. A. Richards and additional information obtained during the course of said investigation tending to substantiate the information submitted by Radio News Club raises substantial questions with respect to the qualifications of the above mentioned licensee and of G. A. Richards, controlling stockholder thereof; and

IT FURTHER APPEARING necessary and desirable that a public hearing be held for the purpose of obtaining testimony of any persons who may have knowledge of the matters hereinbefore described and to afford to said licensees and to G. A. Richards full opportunity to testify with respect to such matters;

NOW THEREFORE, IT IS ORDERED, pursuant to Section 403 of the Communications Act of 1934, as amended, that a public hearing be held before Commissioner E. M. Webster at a time and place to be hereafter designated by order of said Commissioner upon the following issues:

1. Whether G. A. Richards has at any time while he was an officer and principal stockholder of the licensees of Stations WGAR Cleveland, Ohio; KMPC Los Angeles, California; and WJR Detroit, Michigan, issued instructions or directives to officers or employees of said licensees—

- **(a) To present news broadcasts in a manner designed to give a biased or a one-sided presentation of the news;**
- **(b) Broadcast false news concerning particular issues or persons;**
- **(c) To broadcast editorials of daily newspapers as news items without identification of such editorials as such;**
- **(d) To discriminate in favor of the interests of any political party, parties, or candidates as against the interests of other political parties or candidates;**
- **(e) To discriminate in any manner in the programming of Stations KMPC, WJR, and WGAR, in favor of the private, political**

Upcoming

Nov. 30, Dec. 1-2: FCC Industry TV and FM Engineering Conferences, FCC Hdqrs., Washington.

Dec. 1: Executive Session of the House Select Committee to Investigate the FCC, 10:30 a.m., Suite 142, Old House Office Bldg., Washington.

Dec. 3: Florida Assn. of Broadcasters semi-annual meeting, Tampa Terrace Hotel, Tampa, Fla.

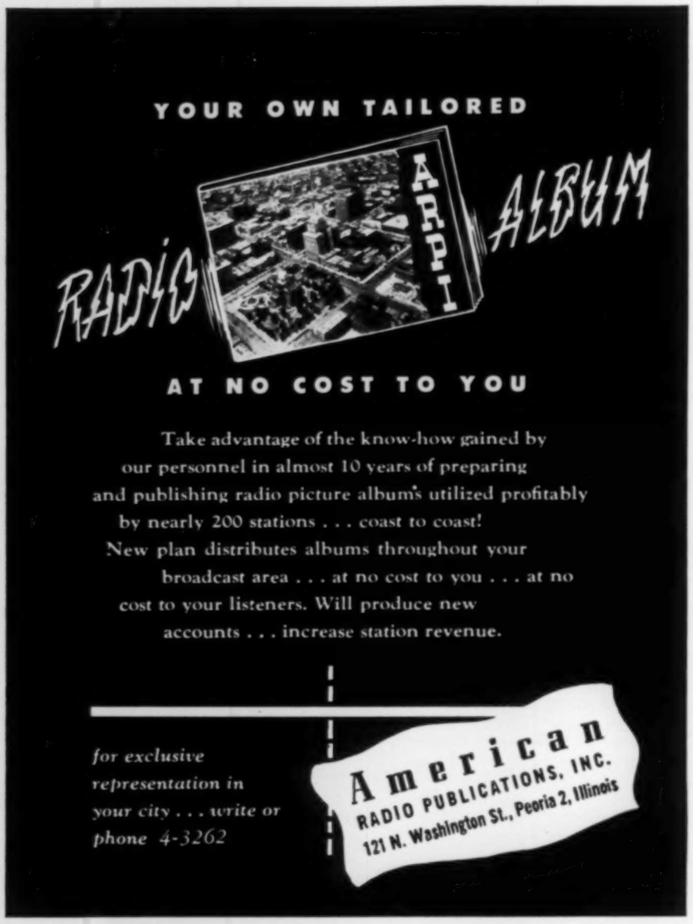
Dec. 11: NAB Georgia Radio News Clinic, Ansley Hotel, Atlanta.

Dec. 12: NAB Alabama Radio News Clinic, Tutwiler Hotel, Birmingham.

Dec. 27-29: American Marketing Assn. annual convention, Cleveland.

Jan. 21-23: CBS Television Clinic, Waldorf-Astoria Hotel, New York.

Jan. 25: Academy of Television and Sciences annual award banquet and seminar, Athletic Club, Hollywood.



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Take advantage of the know-how gained by our personnel in almost 10 years of preparing and publishing radio picture album's utilized profitably by nearly 200 stations . . . coast to coast! New plan distributes albums throughout your broadcast area . . . at no cost to you . . . at no cost to your listeners. Will produce new accounts . . . increase station revenue.

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MUTUAL'S
MOST POWERFUL
VOICE IN GEORGIA

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WRGA-FM
HAPPY QUARLES GENERAL MANAGER
MUTUAL BROADCASTING SYSTEM
ROME, GEORGIA

social and economic views and interests of G. A. Richards.

2. To what extent, if any, officers or employees refused to carry out instructions or directives, if any, of the nature specified in Issue No. 1, and what disciplinary action, if any, was taken or caused to be taken by G. A. Richards against any officers or employees who may have refused to carry out such instructions and directives.

3. To what extent, if any, the facilities of said stations, or any of them, have been used to carry out said instructions or directives.

4. To determine, in the light of any facts adduced under the foregoing issues, whether further proceedings under the Communications Act of 1934, as amended, particularly Sections 307, 309(a) or 312(a) thereof are warranted with respect to the licenses of radio stations KMPC, WJR and WGAR or any of them.

Mullen's Statement

Text of Mr. Mullen's statement, also issued Monday:

The FCC ordered an investigation of our stations on March 19 of this year. Since that date we have supplied the Commission with an abundance of facts and exhibits showing that the three stations have been and are now pre-eminent in their several communities as leaders in good broadcasting. The public service record of the three stations is outstanding in every respect as attested to by innumerable industry awards. All are highly regarded by their listeners and their clients. All of the stations have followed a consistent policy of affording all civic, educational, religious and political organizations equal opportunity and equality of treatment. Each such organization has repeatedly complimented the stations' management by written testimonial.

All the stations have fine records for service in the war effort and for service to many agencies of the federal government. All national organizations of note have given written testimony of their high regard for the station managements and the program service rendered.

WJR has been serving the City of Detroit and the State of Michigan for twenty-one years; WGAR has served Cleveland and northern Ohio for eighteen years and KMPC has served Los Angeles and southern California for nearly eleven years.

Inasmuch as the Commission has ordered a public hearing, we shall present any additional information as to our operations as they may require.

So far as the issues are concerned, nothing has been done by either Mr. G. A. Richards, the principal stockholder, or any other person connected with radio stations KMPC, WJR and WGAR justifying the charges made against them by a local radio news club of Hollywood, California. We are confident that at the hearing, which the Commission has ordered to be held, these charges will be shown to be without foundation.

FAIRCHILD RECORDING EQUIPMENT Corp., Jamaica, N. Y., announces production of tape recorder, with deliveries scheduled early next year.

PHILADELPHIA'S
No. 1 Independent
SPORTS!
MUSIC!
NEWS!
10,000 Watts
WIBG

REPRESENTED: Nationally by Adam J. Young, Inc.

RWG-AGENCIES

Progress Reported In Dispute

PROGRESS was reported at week's end in the dispute between Radio Writers Guild and agencies, package producers and sponsors over script property rights and increased fees.

That fact was disclosed in New York as negotiators for both sides closed three days of sessions Thursday and then left for their homes in various parts of the country for the Thanksgiving holidays. Negotiations will be resumed Nov. 30.

Although no statement was given out at the windup of the talks Thursday, persons present said they felt it would not take many more meetings to reach an agreement.

Meanwhile, the restraining order of Oct. 26, which forbade 8,000 writers—including 1,500 radio writers—from delivering scripts on many of the nation's top radio shows, continued in suspension. The restraining order itself which was called "a strike without pickets," was in effect only about ten days.

Mr. Mandelbaum Mediates

It was suspended after Federal Mediator J. R. Mandelbaum got the two sides together. Mr. Mandelbaum himself then withdrew to give the parties a chance to settle the matter themselves.

Simultaneously meetings were held in the past week on the West Coast, where some 80 shows scripted by the writers are affected, and in New York, where about 60 shows are affected. Progress on both coasts was said to be parallel.

In New York, a meeting was held at the Waldorf-Astoria on Tuesday, at the Plaza Hotel Wednesday and at headquarters of ANA Radio Council on Thursday. About 20 representatives of agencies, package producers and sponsors sat with the 18-man guild negotiating team.

Heading the agency-package producer-sponsor group were Austin Fisher, labor relations expert, and Gail Smith of Procter & Gamble. On the guild side, Erik Barnouw, national president, and Roy Langham, executive secretary, did the steering.

It is said that only the property rights and fee questions are the hurdles that must be cleared before the guild can get its first contract with the group. In the controversy over property rights, at stake are such questions as to the authors' rights to film, magazine and book rights to their scripts. It also is understood that fee matters are largely academic for many of the writers, who are paid sums greatly in excess of the minimum demands. The fee issue is expected not to be so difficult of resolution as the property rights problem.

Although the restraining order is no longer in effect, pending negotiations, a guild spokesman said that it would be brought out of suspension and applied against any organization failing to adhere to any agreement finally reached.

Horan in New Position With NBC Central Div.

THOMAS HORAN, chief of the NBC Chicago sound effects department for 10 years, has been transferred to the Central Division television department as service manager. Originator of the famous Fibber McGee closet, Mr. Horan will be in charge of sound effects, stage props and property.

William Kephart, chief announcer, has been appointed head of the AM sound department, while additions to the video engineering staff are Kenneth Jorgensen and Gene W. Breese.

WNOE Cited

CITATION for "Distinguished and Meritorious Services" in the presentation of programs for the betterment of community, state and nation was presented to WNOE New Orleans by the American Legion, Nov. 11. Presentation of the national radion citation was made by Commdr. Robert L. Brown, Department Commander of Louisiana, to WNOE General Manager James E. Gordon.

2-Hour NBC Midwest TV Thanksgiving Show Set

NBC's seven-station midwestern television network will carry a two-hour variety program, originating in Chicago, on Thanksgiving Day under sponsorship of RCA Victor.

"Kukla, Fran and Ollie," puppet feature of WBKB (TV) Chicago (Balaban & Katz) which is expected to go on NBC on a permanent basis, will appear in a ten-minute spot during the 4-6 p.m. (CST) show. Talent appearing from Cleveland will include Judy Canova, Jane Pickens, Robert Merrill, the Deep River Boys and James Dunn. Arturo Toscanini and the NBC Symphony will be seen by means of video transcription. J. Walter Thompson Co. is agency.

Baker Sees $5½ Million Indianapolis TV Sales

THE WORLD is verging on a Television Age, H. G. Baker, general sales manager of the RCA Victor Home Instrument Dept., told members of the Indianapolis Purchasing Agents Assn. at a meeting Nov. 19 at Columbia Club, Indianapolis.

He predicted the sale of more than 14,700 video receivers with a retail value of $5,526,000 during the first year of commercial television in the Indianapolis area. Mr. Baker noted that many industries will be called upon to supply the raw materials and component parts required to feed demand for sets.

About ready for a tape recorder?

RANGERTONE

has no wow. When you make A-B tests with a Rangertone you will be instantly impressed by the absolute fidelity it maintains. This is a vital advantage in your studies for program improvement via recordings.

Records and plays back in frequency ranges from 40 to 15,000 cycles. Other specifications supplied on request.

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FIRST... WHERE THERE'S MOST!

WJDX
NBC AFFILIATE
IN Jackson
MISSISSIPPI

Over the ten year period from 1938 through 1947 Jackson—capital city of Mississippi — has gained over 400% in bank deposits, food sales, furniture sales, automotive sales and building permits. With rates at 1938 levels WJDX is practically a 400% better buy today.

5000 - DAY
1000 - NIGHT

19 YEARS' LEADERSHIP

Represented Nationally by the George P. Hollingbery Co.

For News of All Radio

BROADCASTING
TELECASTING
WOR

SUBSCRIBE NOW!

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870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.
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Please enter my subscription to BROADCASTING and the 1949 YEARBOOK.

1 YEAR ☐ $7 2 YEARS ☐ $12
Add $1 a year for Canadian or foreign postage
☐ BILL ME

NAME ______ TITLE ______
COMPANY ______
ADDRESS ______
CITY ______ ZONE ______ STATE ______

• 52 WEEKLY ISSUES AND 1949 YEARBOOK •

TV Band Grab

(Continued from page 21)

compasses the entire 475-890 mc band whose utilization for commercial TV is currently under study. It is the area which has been described officially and unofficially as television's best hope for development into a nationwide, competitive service.

Influence of Ultrafax

Reports of the military's decision to seek additional high-band space were given credence not only because of similar past indications but also because of the more recent development of Ultrafax, which has been seen as a potentially vital security and defense weapon.

But it was felt that any attempt to dislodge television from that band—to which it is now assigned on an experimental basis—would be resisted in a finish fight if necessary.

The military request would be channelled through the Interdepartment Radio Advisory Committee, which under the President's direction handles allocations to government agencies.

FCC is represented on IRAC, and it was expected that the controversy engendered by such a proposal would have to be settled, in the end, by the President himself.

Questioning disclosed that no such military request had yet reached members of the Commission. FCC Chairman Coy indicated this when he declared, in a speech in Chicago last Tuesday (see story page 27), that he personally thought commercial television might get additional channels in the high band "soon."

TV Security Service

At the same time he stressed television's importance as a security service by which the viewing public "can be shown instantaneously and accurately how to carry out the instructions of the civil and military authorities."

In releasing its channel-study maps the Commission emphasized that they were not offered as proposals but as illustrations to be used by FCC and industry engineers in preparing for the Nov. 30-Dec. 1-2 conferences on VHF technical standards.

Certain allocations shown in the 210-mile study, it was pointed out, would be impossible without corresponding Canadian reallocations about which the Canadian government has not been broached.

The 210-mile separation figure for co-channel stations is an "average," authorities pointed out. The spacing for comparable protection would vary with the frequency involved. The average separation for adjacent-channel stations in the maps is about 105 miles.

These figures compare with the 150-mile co-channel and 75-mile adjacent-channel policy which FCC heretofore has preferred but not always followed.

In arranging the spacing on the maps, FCC undertook to protect the 500 microvolt-per-meter contours of the various channels 90% of the time. Metropolitan allocations are based on 50 kw effective radiated power and 500-foot antenna heights, and community allocations on 1 kw power and 500-foot antenna heights, figured in each case from the center of the principal city involved.

Simultaneously the Commission released a study of the effects of tropospheric factors on FM coverage, also in preparation for the November - December engineering conferences.

This showed that protection to the 50 microvolt contour 99% of the time would require co-channel FM separations of approximately 290 miles and adjacent-channel separations of about 215 miles. Similar protection to the 1000 microvolt contours would require separations of 130 miles co-channel and about 85 miles adjacent-channels. FCC's present policy is to protect to the 1000 microvolt contour or better. Tropospheric interference was reported within the 1000 microvolt contours "in only a few instances."

The conferences, it was announced, will be held at the Dept. of Commerce Auditorium in Washington. The Nov. 30 session will deal with tropospheric effects, terrain effects, and antennas. The Dec. 1 meeting will consider these factors as they relate to VHF television broadcasting and the Dec. 2 session will apply them to FM.

"Any unfinished business remaining at the end of a particular conference day will be considered as the first order of business on the following day," FCC announced.

Copies of the TV and FM studies may be secured from the FCC Office of Information. Interested parties were invited to submit comments on them by Nov. 30.

Survey Table

The following table, covering the states surveyed in the illustrative studies, shows the effects which the 210-mile co-channel separation policy would have on television allocations.

The column marked "Originally proposed" shows the channels which would be allocated to each city under FCC's prior proposal. The column headed "Revised for Tropospherics" shows the channels which would be allocated to the same cities under the 210-mile separation plan.

Channel numbers marked with asterisks (*) indicate stations already in operation; those in italics represent channels for which construction permits have been issued; those marked "(c)" indicate community use of the channel.

The table:

City	Originally Proposed	Revised for Tropospheri
Connecticut		
Hartford	8, 10	8 (c
New Haven	6*	6
Waterbury	12	—
District of Columbia		
Washington	4* 5* 7* 9	4, 5, 7,
Delaware		
Wilmington	7 (c)	12 (c)
Maine		
Augusta	13	3
Portland	8, 11	11, 1
(Other cities not considered)		
Maryland		
Baltimore	2*, 11*, 13*	2, 11, 1
Cumberland	2	8 (c)
Hagerstown	3 (c) 6 (c)	—
Massachusetts		
Boston	2, 4*, 7*, 9	2, 4, 7
Fall River (New Bedford)	13	—
Lowell, Lawrence, Haverhill	6	5
Springfield, Holyoke	3	—
Worcester	5	12
Michigan		
Detroit	2*, 4*, 5, 7*	2, 4, 7
Flint	11	—
Kalamazoo	*3*	10
Lansing	*6*	6
(Other cities not considered)		

Degree to Jones

HONORARY degree from Ohio Northern U., Columbus, will be awarded to FCC Comr. Robert F. Jones, Ohio Northern alumnus, Nov. 27 at the Deshler-Wallick Hotel in Columbus. A number of midwestern stations have arranged with Carl Everson of WHKC Columbus, to broadcast Comr. Jones' address at the ceremonies. Fred A. Palmer of the Fred A. Palmer Co., Cincinnati, will introduce the guests. Invitations to the banquet and ceremonies have been sent to broadcasters, newspapermen and educators of Ohio.

GATES
100% EQUIPMENT SOURCE

Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.

Make Gates your *one* source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.

Gates Radio Company
Quincy Illinois

TELEPHONES: IN QUINCY 522
IN WASHINGTON MET. 0522

New Hampshire		
Berlin (Mt. Washington)	7, 9	—
Concord	10(c)	—
Manchester	12	9(c)
Portsmouth	3(c)	—
New Jersey		
Atlantic City	8(c)	—
Newark	13*	13
New York		
Albany-Schenectady-Troy	2, 4*, 7, 9, 11	4
Binghamton	*12*, 7(c)	12
Buffalo-Niagara	4*, 7, 9	4, 7
Elmira	4(c), 9(c)	—
New York City	2*, 4*, 5*, 7*, 9 11*	2, 4, 5, 7, 9, 11
Ogdensburg	4	—
Plattsburg	2(c)	—
Rochester	2, *6*, 11	2
Syracuse	*5, 8, 10*	5, 8, 10
Utica-Rome	3, *13*	3, 13
Watertown	12(c)	—
Ohio		
Akron	7	—
Canton	9	—
Cincinnati	2, 4*, 7, 11	2, 4, 11
Cleveland	2, 4*, 5*, 11	4, 5, 8, 11
Columbus	*3, 6, 10*	3, 6, 10
Dayton	5, *13*	7, 13
Hamilton-Middletown	9	—
Marion	12	—
Portsmouth	12	—
Springfield	8	—
Toledo	11(c), 13*	13
Youngstown	13	—
Pennsylvania		
Altoona	4, 7, 9	10
Du Bois	5, 11	—
Easton, Al., Beth.	8(c)	—
Erie	*12*	12
Harrisburg	10(c)	—
Johnstown	*13*	6
Lancaster	4(c)	8(c)
Philadelphia	3*, 6*, 10*, 12	3, 6, 10
Pittsburgh	3, 6, 8, 10	3, 13
Reading	5(c)	—
Scranton, Wilkes-Barre	11, 3(c)	—
Williamsport	2, 13	—
York	8(c)	—
Rhode Island		
Providence	*11*	10
Vermont		
Burlington	5, 8	—
Montpelier	10	—
Rutland	6(c)	—
St Albans	13	—
West Virginia		
Wheeling	12	9
(Other cities not considered)		

Guild Retained

UNANIMOUS vote to retain Screen Publicists Guild as their representative after expiration of present contracts was reached by ABC and CBS Hollywood press information departments and CBS sales promotion department at meetings last week. Meetings were conducted by NLRB according to provisions of Taft-Hartley Law. Guild now negotiating with networks for new contract. ABC contract expires Dec. 1; CBS contract, Jan. 1.

FREER SUCCESSOR

FTC Post May Go To Republican

IF ROBERT E. FREER, chairman of the Federal Trade Commission, resigns as intended Jan. 1, to re-enter private law [BROADCASTING, Nov. 1], his successor to the Commission will be a Republican, despite the return of a Democratic administration.

FTC rules, like those of the Federal Communications Commission, provide for a working balance between officials sympathetic to both major political parties, dependent upon the administration in office.

In recent years the advantage has carried along with the Democrats, with a resultant 3-2 balance in FTC membership along lines of party declaration.

Thus, Mr. Freer's successor to the Commission, if the Ohioan does not choose to remain, will be a Republican. Mr. Freer has said he will submit his resignation officially next month, though there have been reports he has been urged to remain. Speculation on possible applicants for appointment is considered premature at this time.

However, the name of Dr. Corwin D. Edwards, director of FTC's Bureau of Industrial Economics, has been mentioned on Capitol Hill in that connection. But Dr. Edwards has personally scotched the rumor. He also denied he sought the post last year, despite such reports. It is also pointed out that he is a Democrat by voting preference.

Babcock Possibility

Another possibility, it is reported, is Harry Babcock, who heads the Washington office of the Bureau of Legal Investigations. Mr. Babcock was reportedly an applicant in 1945 for a Commissionership, a vacancy created by the death of Colonel March.

Lowell B. Mason, who was named to fill the incomplete term, will be up for reappointment next year in his own right, it was also pointed out. His present term expires Sept. 25, 1949.

Mr. Mason, a Republican, is expected to seek and secure another appointment. He also draws the FTC chairmanship next year under the Commission's rules of rotation.

Congress is also expected to pass approval on Comr. Garland S. Ferguson, a Democrat, whose term ran out this year. Senate approval on his application for reappointment was lost in the pressing shuffle of final legislative sessions before mid-year adjournment.

Mr. Ferguson secured FTC appointments in 1927 (under President Coolidge), and in 1935 and 1941 (under President Roosevelt). He served as Commission chairman in 1930, 1934, 1938, 1943, and in 1947.

New Delay Granted To Warren, Steuer

THRICE-POSTPONED preliminary hearing in the Nathan J. Warren-William B. Steuer case is now scheduled to be held in San Francisco in approximately two weeks. The third postponement was announced following appearance of the pair in Superior Court in San Francisco last Monday on grand theft charges. Trial is not expected to start until 60 days after the hearing.

The San Francisco charges involve the alleged defrauding of the Hyman Michaels Steel Co., a California firm, of $11,000 [BROADCASTING, Nov. 15].

Mr. Steuer and Mr. Warren first drew the attention of broadcasters when they were arrested July 25 in Minneapolis on a Colorado warrant and when NBC made an inquiry throughout the West concerning their alleged activities in selling radio time to livestock breeders [BROADCASTING, Aug. 30]. The charge against them in Colorado was that of operating a confidence game and conspiracy to commit fraud in connection with the passing of $2,000 worth of bad checks. They are slated to appear in Denver Nov. 30 to answer this charge.

As principals in "United and General Broadcasting Companies," Mr. Steuer (alias Stevens) and Mr. Warren, who is said to have operated under the alias of Waxman, allegedly sold spots to livestock breeders for prices ranging from $245 to $385, with verbal promises that the commercials would be aired on the broadcasting firm's "167 stations."

WFJS(FM) Buys Eight

EIGHT Ziv shows will be broadcast each week by WFJS (FM) Freeport, Ill., beginning the first of the year. Five across-the-board shows have been sold to the station. Two will be aired once a week, and another show will be heard twice each week. Sales were made by Barny Goldman, field representative for Frederic W. Ziv Co..

"VIC" DIEHM SAYS:

How Now Brown Cow?

We don't know about this particular brown cow, but we do know there's enough vari-colored bovines in Crawford County to make it THE leading dairy producing county in Pennsylvania. That's why retail sales in Meadville (our headquarters) were well over $26,000,000 last year. For further information on this rich market write to . . .

WMGW

Studios and Offices
First Nat'l Bank Bldg.
MEADVILLE, PA.

Vic Diehm c/o WMGW
or
Robt. Meeker Assoc.
521 Fifth Ave.
N. Y. C.

Tops with MEDIA DIRECTORS

"Around our shop we use the Yearbook constantly."

Elizabeth Black

ELIZABETH BLACK
Media Director
The Joseph Katz Company
New York City

Tops with MEDIA DIRECTOR

"My preference for reference—BROADCASTING's YEARBOOK"

Selma Schonfeld

SELMA SCHONFELD
Media Director
Brisacher, Wheeler and Staff
Los Angeles

Tops with ME

"Half of my business is not only what the information is, but where I can get it. And I always find it in the Yearbook."

E. Vanderploeg

EVELYN VANDERPLOEG
Media Director
Schwimmer & Scott, Inc.
Chicago

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
1949 YEARBOOK NUMBER
Wherever time is bought, the YEARBOOK sells it.

RESERVE SPACE NOW
Deadline
December 1st

Mr. James Coy
Rogers and Smith Agency
Kansas City, Mo.

Dear Jim:

Th' big WCHS promotion fer Kroger's ended t'day with th' winner gettin' 'nough vittles so's not t' have t' do a lick a work fer quite a spell. . . All she's got t' do now is set an listen t' WCHS — which I unnerstan' she listen's to anyways while workin'. . . . Which is about what all th' people do roun' here. Whether they're up an workin' or just a-settin' — you kin bet the radio's tuned to the Columbia programs which you hear in Charleston, Wes' Virginia on WCHS . . . 5000 watts at 580, that is.

Yrs.
Algy

WCHS

Charleston, W. Va.

In
HOUSTON,
the ears
of TEXANS
are upon

KTRH

. . . nationally
represented for
15 years by

JOHN BLAIR & COMPANY

Offices in Chicago • New York • Detroit
St. Louis • Los Angeles • San Francisco

NAB-BMB

(Continued from page 21)

tion is based on the theory that the board had lawful code powers when it adopted the standards last May.

Mr. Breen made a statement before the board explaining he still believes authority to program a station should be vested in the manager. He said he was in accord with the first portion of the code covering general principles and ethics but that he opposed the specific program and commercial bans.

The board decided Judge Miller should name a committee to prepare a complete explanation of the situation to accompany the referendum document mailed to members. Judge Miller quickly named Mr. Breen to the committee but did not announce the other members.

Lone Opposition

Mr. Breen started his anti-code petition last winter before his election as a board member. At the Los Angeles convention he spoke against the code and cast the lone opposition vote when the membership was asked to assert its position. The board's formal adoption followed this vote.

Text of Mr. Breen's proposal to change the by-laws follows:

Shall the by-laws of the NAB be amended by striking all of Paragraph 3 of Section 1 of Article VI, to-wit: "The Board of Directors shall have the power to enact, amend and promulgate Standards of Practice or Codes and to establish such methods to secure observance thereof as it may deem advisable."

Shall the Certificate of Incorporation of the NAB be amended by striking all of Paragraph 3 of Section 8, to wit: "The Board of Directors shall have the power to enact, amend and promulgate Standards of Practice or Codes and to establish such methods to secure observance thereof as it may deem advisable."

Original code-writing authority was given the board in by-laws amendments adopted at the 1946 convention in Chicago.

In working over the All-Radio Presentation the board adopted a resolution instructing the NAB management to look toward assumption of the project by NAB.

Looking toward the future, the board felt NAB should be responsible also for the promotion of the All-Radio film, now near the script-writing stage. Once the film has been produced, its utilization becomes a major problem which may cost as much or more than the original production if it is to do an industry selling and promotion job.

Film Supervision

Originally the idea was conceived by the networks, which raised $50,000. This money was turned into the All-Radio project following board approval of the scheme last February. Main supervision thus far has been in the hands of the NAB Sales Managers Executive Committee, but the board felt responsibility should now be placed under direct NAB supervision.

Stations have pledged $58,000 toward the presentation, and station representatives will contribute.

The board's approach to NAB realignment and decision to delay action on TBA cooperation were construed as signs that the association is heading in a functional direction. The by-laws already provide for directors representing FM, TV and facsimile if there are 25 active members in the category. A parttime FM Dept. has been operated under Arthur C. Stringer, special services director.

Agitation for a TV Dept. has been heard for some time, along with a suggestion by the NAB Program Executive Committee that a TV assistant be named in the Program Dept. Both ideas must await action by the committee on realignment.

NAB officials made clear that it is a realignment, not a reorganization, committee. President Justin Miller will name five board members to make the study, with an interim report expected at the February board meeting in New Orleans.

The committee has $5,000 for meetings and other expenses. It is authorized to solicit advice from sources outside NAB in drawing up a functional plan for the board. Most board members were in favor of the study. Though point was made that functional operation had led to splits in many associations, the present trend in electronic development was felt by some to compel adjustment of operations.

Two main approaches are the idea of a federated group of semi-autonomous associations representing each form of broadcasting, and the development of one overall broadcasting association. Idea of NAB redistricting will be studied.

The committee will go into the suggestion that a separate broadcast advertising satellite be set up, similar to the American Newspaper Publishers Assn. advertising bureau. Greatly expanded broadcast advertising projects were proposed to the board but shunted to the board committee.

The TBA cooperation project is not out the window. A joint NAB-TBA committee had agreed on an NAB cooperation plan under which TBA would bear a relation to NAB similar to that of Broadcast Musi Inc.

Text of realignment resolution:

In the light of rapid recent develop ments, the importance of TV and F broadcasting, and the need for pro viding adequate service to these a well as older branches of the broad casting industry

Be it resolved that the president o NAB appoint a five-member commit tee of the board to study the structur of NAB and to set forth (for boar action) a plan of functional organiza tion which comprehends the problem in all fields of electronic mass commu nication in order to provide adequat representation and service to all suc interests, and

Further, be it resolved that th president is empowered to call upo others to counsel with the board com mittee in this undertaking.

The board decided to change the name of the Non-Affiliated Station Committee to the Unaffiliated Stations Committee on the theory that the original name had a negative meaning.

It decided to name unaffiliated stations chairmen for each of the 17 NAB districts. The committee asked for one special day during 1949 convention week in Chicago. This is all right with the board, provided the unaffiliated meeting is self-supporting.

Dates for the Engineering Conference are April 7-8-9, with meetings to be held in the Stevens Hotel. Sunday April 10 is likely date of the unaffiliated stations meeting. The Management Conference, t be strictly a two-day affair, wil be held in the Eighth St. Theatre Board meetings will be held Saturday and Wednesday during convention week.

The board's action specifying fulltime FM Dept. for the tim being provides that Mr. Stringe devote all his time to FM. Hi other activities, including new clinics, management studies an related projects will be divide among the association's staff executives.

One problem unsolved for th time being is the Assn. of Wome Broadcasters. The board had bee expected to review its policy o AWB, though the operation is a infinitesimal part of the associa tion budget.

Agreement to leave naming o the seven-man industry code com mittee up to President Justin Mille followed recommendation of th

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Pemora

SUNDAY IN OLD SANTA FE

On Records: Jose Morand—Vic. 20-3101; Andy Russell—Cap. 15158; Xavier Cugat—Col. 38327.

BROADCAST MUSIC INC.
NEW YORK • CHICAGO • HOLLYWOOD
580 FIFTH AVENUE
NEW YORK 19, N. Y.

TAKING PART in Washington Ad Club luncheon last week were NAB board members (see other photo page 21). At head table were these groups (l to r): Top, Everett L. Dillard, WASH Washington; Robert Enoch, KTOK Oklahoma City; John F. Meagher, KYSM Mankato, Minn.; William B. Quarton, WMT Cedar Rapids; Charles C. Caley, WMBD Peoria; Henry W. Slavick, WMC Memphis.

Middle, Henry P. Johnston, WSGN Birmingham; C. E. Arney Jr., NAB secretary-treasurer, who was reelected for another year by board; Campbell Arnoux, WTAR Norfolk; George D. Coleman, WGBI Scranton; Harold E. Fellows, WEEI Boston, president of Boston Ad Club; Maurice B. Mitchell, NAB director of broadcast advertising and club program chairman.

Bottom, Howard Lane, WJJD Chicago; Paul W. Morency, WTIC Hartford; T. A. M. Craven, WOL Washington; Clyde W. Rembert, KRLD Dallas; G. Richard Shafto, WIS Columbia, S. C.; Clair R. McCollough, WGAL Lancaster, Pa.; Edward Breen, KVFD Fort Dodge, Ia.; Willard D. Egolf, WBCC-FM Bethesda, Md.

TV's ROLE IS CITED BY WILLARD OF NAB

ARRIVAL of television on the broadcasting scene will bring keener intra-industry competition with benefit to listeners and advertisers alike, A. D. Willard Jr., NAB executive vice president, told the Washington Ad Club at its weekly luncheon meeting last Tuesday.

Television's exciting appeal will carry it into the affection of the public and provide a superior advertising medium, he said, but radio broadcasting still is America's No. 1 medium of mass communication. As the lowest cost-per-thousand advertising medium in the world, it is "inconceivable" that broadcasting should disappear, he said.

Members of the NAB board of directors were guests of the club. Ben Strouse, WWDC, Washington, club president, presided at the luncheon.

Dual Calls Remain

THOUGH BMB wants use of dual AM-FM call letters at station breaks to stop because of the research expense involved, NAB board did not act at its three-day Washington meeting. NAB's FM Executive Committee had pigeonholed BMB plea on ground dual calls, though confusing to listeners, are best promotion FM has received. BMB contends it will have to edit 1949 ballots at considerable cost to show true FM picture because of audience confusion.

NAB Program Executive Committee [BROADCASTING, Nov. 15]. The committee had called for "guts" in code enforcement while recognizing that the whole project is a long-range undertaking. It had felt that a board-named committee might not be as hard-hitting as one named by the president.

Much of the board's code enforcement plan had been developed by its own code committee at a meeting last Monday. Members of this committee were Hugh B. Terry, KLZ Denver, chairman; William B. Quarton, WMT Cedar Rapids; Calvin J. Smith, KFAC Los Angeles. Gilmore N. Nunn, WLAP Lexington, Ky., was unable to attend the Monday session.

Active voting members of the seven-member industry committee will represent small stations, medium stations, large stations, non-affiliates, FM stations, TV stations and networks, with one for each group.

Advisory members to sit with the group, under the board's plan, but without voting rights will represent the American Assn. of Advertising Agencies, Assn. of National Advertisers and station representatives. NAB's public relations and program directors also will serve.

The board specified that the committee "should be coordinated by a properly qualified member of the NAB staff, designated as the 'executive secretary' of the Standards of Practice Committee. The executive secretary will be named by President Miller, who also will name advisory members after consultation with the groups involved.

The four networks will name their active member of the committee, the others to come from the roll of NAB member stations.

A carefully worded sentence aimed at avoiding difficulty with governmental agencies made it clear that the board did not envision any "infringement upon the discretionary powers of the licensee under the law."

Committee functions include education and information; interpretation; keeping the code abreast of changing conditions in the radio industry; expanding the code to meet "the rapidly developing conditions of television."

Broadcasters and "other interested persons" will be provided interpretations of specific program problems coming within the code.

A. D. Willard Jr., executive vice president, reviewed association administrative and policy activities on the opening morning of the three-day meeting. He covered the All-Industry Music Committee, which worked out many of the AFM problems; All-Radio Presentation, which is now in the script drafting stage; second annual study of listener reaction to broadcast programs, now at the printer; National Radio Week projects including the skyrocketing "Voice of Democracy" contest; work of the Assn. of Women Broadcasters, NAB satellite.

The board filled two memberships in Broadcast Measurement Bureau board of directors, representing NAB. Hugh Beville, NBC director of research was reelected to the BMB board, which meets today (Nov. 22) in New York.

Mr. Shafto, WIS Columbia, S. C., NAB board member representing medium stations, was elected to succeed Robert Mason, WMRN Marion, Ohio, who is no longer an NAB director. Mr. Shafto will attend today's meeting as an observer, beginning his active service Jan. 1.

At the request of nine associate members of NAB, the board agreed to send a representative to discuss association service to transcription library firms. C. O. Langlois of Lang-Worth Feature Programs, appeared for the libraries.

Attending the board meeting were the following directors:

Harold E. Fellows, WEEI Boston; George D. Coleman, WGBI Scranton, Pa.; Campbell Arnoux, WTAR Norfolk; Henry P. Johnston, WSGN Birmingham; Henry W. Slavick, WMC Memphis; Harry Bannister, WWJ Detroit; Charles C. Caley, WMBD Peoria; William B. Quarton, WMT Cedar Rapids; John F. Meagher, KYSM Mankato, Minn.; Robert Enoch, KTOK Oklahoma City; Clyde W. Rembert, KRLD Dallas; Hugh B. Terry, KLZ Denver; William B. Smullin, KIEM Eureka; Calvin J. Smith, KFAC Los Angeles; Harry R. Spence, KXRO Aberdeen, Wash.; Paul W. Morency, WTIC Hartford; Howard Lane, WJJD Chicago; T. A. M. Craven, WOL Washington; G. Richard Shafto, WIS Columbia, S. C.; Clair R. McCollough, WGAL Lancaster, Pa.; Edward Breen, KVFD Fort Dodge, Ia.; Everett L. Dillard, KOZY Kansas City; Willard Egolf, WBCC-FM Bethesda, Md.

Absent were Michael R. Hanna, WHCU Ithaca, N. Y., attending the UNESCO session in Paris, and Gilmore N. Nunn, WLAP Lexington, Ky., in Mexico City for a meeting of the board of the Inter-American Broadcasters Assn.

KY. MEETING

Lackey Is Elected President

ONE OF KENTUCKY's four Lackey brothers, who have been making broadcasting history in the Blue Grass State for more than a decade, was elected president of the Kentucky Broadcasters Assn. as its 1948 fall meeting drew to a close Tuesday at Owensboro.

Ernest (Dutch) Lackey, general manager of WHOP and WHOP-FM Hopkinsville, and Mayor of the city, is the youngest member of the family that has put five AM and three FM stations on the air.

J. Porter Smith of WGRC Louisville was named first vice president; Charles C. Warren of WCMI Ashland, second vice president; and Hugh O. Potter, WOMI Owensboro, was re-elected secretary-treasurer. Retiring president Harry McTigue, Fred Bullard of WKIC Hazard, and Hecht S. Lackey, WSON Henderson, a brother of the new president, were installed as directors.

Coy Speaks

Highlight of the two-day convention was a speech by FCC Chairman Wayne Coy at a dinner Monday night. Mr. Coy predicted there would be 1,000 television stations in the United States within six years and that the new medium would be a strong competitor for sound radio audiences in metropolitan centers. "Radio and television can't be compatible under the same management in large cities," he said.

The FCC chairman reiterated earlier pronouncements, however, that oral radio has its place and that FM "should move in where AM is exhausted."

"FM will pay off if you program to meet the local need," he declared. "Thousands of listeners, particularly between the Missisippi River and the Rocky Mountains, have inadequate AM service."

Mr. Coy said that while it will be a "long, long time" before TV signals reach 100% of the American population, television will affect motion pictures, sports, newspapers and magazines.

He noted that use of film is an "important aspect" of television and that the new industry may be expected to buy film from movie film producers "in competition with theatres."

Laughter followed his remark that movie theatres will have to re-program "in the public interest." He noted that newspaper editors have felt it necessary to do a different picture job since the morning after the first Philadelphia Convention telecast last summer.

"Newspapers had the old look after seeing the convention on television the night before," he said.

Mr. Coy said he had anticipated many complaints about radio coverage of the recent campaigns "in view of the progressive and state's rights slates," but that less than a half dozen were received. He hailed the stations for an "outstanding campaign job."

Queried as to whether or not he thought the FCC should write an opinion on what it thinks is a lottery, he asserted "the Commission should."

The KBA delegates unanimously approved a motion designed to improve radio courses at the U. of Kentucky after several members complained that radio graduates of the school were, in general, poorly trained.

Presented by Stephen A. Cisler, vice president of WKYW Louisville, the motion called on the association president to appoint a committee of small market, independent, and network station operators to meet with those in charge of public education leading to active work in commercial broadcasting.

The committee would be directed to "survey present courses, recommend a practical approach in training methods where necessary, and work out a system of active cooperation between school officials and Kentucky broadcasters."

Members of the association evinced considerable interest in the first public explanation of how Radio America, Inc., so-called fifth network, will operate.

George Roesler of Chicago, sales manager of the company, said Radio America has been set up by a "motion picture firm, an Oklahoma oil group, an organization closely associated with broadcasting, and the Chemical Bank and Trust Co. of New York" to sell four hours daily of network shows in a package at a net income of $220 monthly to stations.

He said the new company only asks that participating stations give to the network the periods from 11a.m. to noon, 5 to 6 p.m. and 8 to 10 p.m. Radio America would pay each station $320 monthly, less $100 monthly network charges, he said. On all network time sold outside the four above specified hours, stations will receive their published national rate less 15% agency and 15% sales commission.

The company has a $48,000 budget per day for programming alone and has several national accounts committed to buy variety, comedy, drama, mystery, juvenile shows, and serials, he said. Sixty-three stations already have signed contracts and a total of 300 are expected to be associated with the network by February, Mr. Roesler said. He anticipates the new operation will begin in September, 1949, after the switch from daylight saving to standard time.

KBA imported Robert T. Mason from WMRN Marion, Ohio, to speak on selling radio. Mr. Mason called for more business pride, more thorough training of salesmen and a greater effort to "hold your own with competitive media."

"Don't hand a man a rate card and a BMB map and expect him to sell," he cautioned. "Older salesmen are more than willing to take on trainees and give them a sales transfusion."

He forecast troublous times for salesmen in view of the broadening of the FM effort and the fact that budgets are being cut in anticipation of television.

Malcolm Greep, general manager of WVJS Owensboro, won applause with the suggestions that broadcasters urge radio manufacturers to do more advertising on radio than in printed media.

FCC CHAIRMAN Wayne Coy (center) was guest of honor and speaker at the fall banquet of the Kentucky Broadcasters Assn. last Monday at Owensboro. Among other guests were (l to r) H. M. Robbins, Westinghouse plant manager at Owensboro; George Goodman, former WPA administrator and OPA director for Kentucky; Berkley Davis, manager of General Electric's tube works in Owensboro; and J. M. Lang, manager of General Electric's tube division, Schenectady.

NEW OFFICERS and directors of the Kentucky Broadcasters Assn. are (seated, l to r) Charles C. Warren, WCMI Ashland, second vice president; F. Ernest Lackey, WHOP Hopkinsville, president; J. Porter Smith, WGRC Louisville, first vice president; (standing) Hecht S. Lackey, WSON Henderson, director; Hugh O. Potter, WOMI Owensboro, secretary-treasurer; Harry McTigue, WINN Louisville, and Fred Bullard, WKIC Hazard, directors.

WDSU AGREEMENT

New Orleans Station, Paper Join Working Forces

A COOPERATIVE working arrangement between WDSU WDSU-FM New Orleans and the *New Orleans Item*, in the interest of "better serving" their audiences, was jointly announced last Wednesday by Edgar B. Stern Jr., WDSU president, and Ralph Nicholson, newspaper head.

The two officials said the agreement would apply to both AM and FM facilities and to the station's television outlet, WDSU-TV, which is scheduled to take the air on channel 6 Dec. 18.

The WDSU properties are licensed by International City Broadcasting Service Inc., which acquired them last month from Stephens Broadcasting Co.

No exchange of stock or investment by the owners of either corporation is involved, it was said.

Mssrs. Nicholson and Stern discuss new affiliation pact.

VIDEO NEWS SERVICE BEGINS IN CHICAGO

Mr. Kreutzig

TELEVISION News Service Inc., Chicago, begins operations Dec. 15 with release of two news programs to subscribing stations. Initial programs, in the format of daily and weekly commentaries with continuous animation, will be prepared in Chicago, on 16mm film, according to L. T. Kreutzig, president of the new corporation. The films are slated to be shipped air mail to arrive at each station within eight hours after completion, Mr. Kreutzig said.

Television News Service is using a new method of reproducing news pictures, "providing 100% visibility," and each five-minute telecast will feature maps, graphs and drawings in continued motion. Art and editorial staffs will work on a morning newspaper routine, 4 p.m. to midnight, the president explained. Programs will be sold outright to stations, for both sustaining and commercial use. The firm expects to extend its operations into preparation of commercials for video.

CBS, WAPI Make Plans For TV Football Showing

WAPI and WAFM (FM) Birmingham, Ala., have completed plans with CBS television engineering personnel for a demonstration telecast of the Alabama-Auburn football game in Birmingham Dec. , Thad Holt, president of Voice of Alabama Inc., has announced.

The tele-version of the game will be picked up by CBS engineers and flashed by microwave relays to a 3 by 20 ft. RCA prejection screen in the city's Municipal Auditorium, seating 5,000.

WAFM-TV, when it takes the air next year, will be operated by Voice of Alabama Inc., licensee of the AM and FM outlets, WAPI and WAFM.

Programs

IF YOU have never ridden a fire engine, driven a tug boat, or been the water boy for a professional football team, but have always wanted to, WMAR-TV Baltimore offers you the chance on its *McManus Takes a Walk* program. Mr. McManus wanders through Baltimore fulfilling the ambitions of his listeners. Each time he takes his walk he tells about it in first-person narrative, doing everything you would like to do.

New York Stars

NEW YORK CITY itself is star of new weekly radio series on ABC (Thursdays, 9:30-10 p.m.). *Our Job Is Manhattan* features the bustling metropolis and the people who keep it bustling. Different areas of the city will be "showcased" each week on tape recorded programs made by roving ABC production unit. City noises instead of music will be used as sound bridges in the productions.

Award

WMMN Fairmont, W. Va., Nov. 6 aired presentation of Red Barber (CBS program) award when Fairmont Junior Police received the $100 and Certificate of Achievement. Award was received for achievement in field of juvenile recreation.

Fashion Review

HALF-hour of fashion entertainment including everything from lingerie, millinery, ski-wear, daytime, bridal and evening wear to men's suits and topcoats, was produced by KSTP-TV Minneapolis-St. Paul and Young-Quinlan, department store. Fashion show was tied in with a dramatic skit, showing how a dowdy secretary who learned to dress properly married her handsome boss. Dramatic action was pantomimed by local models and store personnel and narrated by KSTP-TV fashion commentators.

Concert Series

WKJF (FM) Pittsburgh, will complete Pittsburgh Symphony Orchestra's 1948-49 season from Syria Mosque in that city. Sunday series will be aired on webb of FM stations in Uniontown, Butler, Sharon, Oil City, Erie and Meadville in Pennsylvania; Morgantown, Clarksburg, Parkersburg in West Virginia; Bellaire, Alliance and Steubenville in Ohio, through WKJF. Station will carry remainder of this year's concerts on a sustaining basis.

Current Affairs

SERIES of fifteen minute commentaries on current subjects of national and international interest is being carried by WWDC Washington. Dr. Rayford W. Logan, chairman of history department, Howard U., Washington, will conduct programs.

City Saved

TWENTY-FOUR Marines who landed from U. S. Sloop of War *Decatur* to save the City of Seattle from Indian attack in 1856 were heroes of dramatic show produced by KOMO Seattle. Show, *The Marines Have Landed*, was another in a series of Chamber of Commerce-sponsored *Seattle Story* heard weekly on KOMO. *The Marines Have Landed* served as a tie-in to mark the anniversaries of the U. S. Marine Corps and the City of Seattle.

SLOUCHED in an easy chair, Gene King, WCOP Boston program director, watches while daughter Betsy conducts *Lets Have Fun*. Betsy's show came about when ABC cancelled Sunday morning *Coast to Coast on a Bus*, and her dad decided: Why not a children's show done entirely by a child? To Betsy radio was just daddy's office, so poised and relaxed she carried on, reading her favorite stories, spinning children's records, and interjecting her own comments, for Boston's small fry.

'National Brands'

DURING National-Advertised-Brands Week, WSPR Springfield, Mass., aired daily announcements of prominent men in drug field, who explained to public purpose and ideals of Week. Some of concerns which aired announcements were: Sterling Drug Inc.; Norwich Pharmacal Co.; Miles Labs.; Lever Bros.

Shiny Silver Dollars

EAGER participants compete for "Bucket of Bucks", a pail of silver dollars to which is added five more shiny cartwheels each day by Jack French, KILO Grand Forks, N. D., "Man on the Street." Prize format keeps him surrounded by citizens even when temperature registers 40 below zero, station reports.

Navy Maneuvers

FLEET maneuvers of U. S. Navy since World War II, and land, sea and air tests of Arctic combat equipment are being filmed by WFIL-TV Philadelphia for presentation in a special series.

High School Activities

NEW series of Saturday broadcasts has been inaugurated by WJMJ Philadelphia. Program, sponsored by U. S. Marine Corps Reserve, publicizes activities of city's schools. Format consists of recorded "pop" tunes picked by students whose school is being honored on broadcast, transcriptions of students' ideas gathered by Marines during visits to schools in their popular jeep.

Bowling on TV

TELECASTS of weekly eastern Massachusetts commercial bowling team matches will be carried by WBZ-TV Boston. Program will alternate games of men's and women's teams.

State News

SERIES of television newsreels dealing exclusively with state subjects has been started by WNHC-TV New Haven, Conn. Telecasts will be aired each Sunday.

The Pick Of The New Hits!

Special "DJ" couplings* for your shows from RCA VICTOR!

DENNIS
Day
Señorita
and
LOUIS
Armstrong
Please Stop Playing Those Blues, Boys
DJ-596

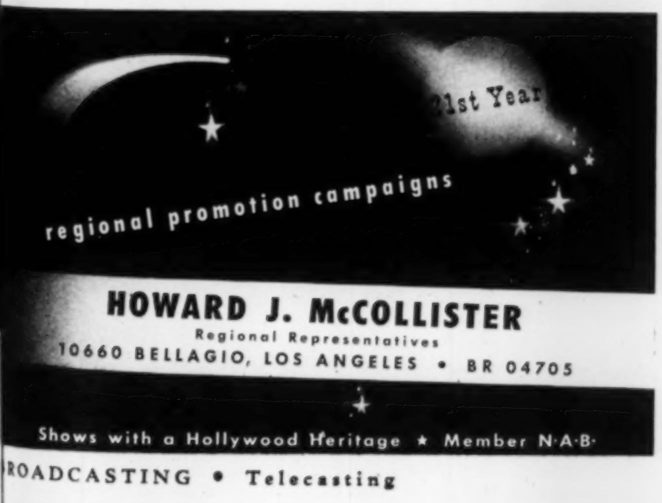
VAUGHN
Monroe
If I Steal a Kiss *and* What's Wrong With Me?
DJ-597

LAWRENCE
Duchow
Windy City Polka
and
Lonzo and Oscar
She's The Best I Ever Saw
DJ-598

LUKE
Wills'
RHYTHM BUSTERS
Never Turn Your Back On A Woman *and*
STU
Davis
Always Keep Your Promise
DJ-599

**The best of RCA Victor's latest, coupled on Vinylite for Disc Jockey use only.*

RCA VICTOR RECORDS



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Shows with a Hollywood Heritage ★ Member N·A·B·

ACTIONS OF THE FCC

NOVEMBER 12 to NOVEMBER 18

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur-aural
vis-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
SSA-special service authorization
CG-conditional grant

November 12 Decisions . . .

BY COMMISSION EN BANC

License Extension

WGBA-FM Columbus, Ga.—Granted extension of license on temp. basis to March 1, 1949.

Argument Postponed

Times-Star Pub. Co., Alameda, and The D & K Bcstg. Co., Palo Alto, Calif.—Commission on own motion continued oral argument scheduled Nov. 15 to Nov. 26 at 2 p. m. in re applications. **Coastal Bcstg. Co., Lakeland, and WSIR Winter Haven, Fla.**—Commission on own motion continued oral argument scheduled Nov. 15 to Nov. 26, at 2.45 p. m. in proceeding re Coastal Bcstg. Co.

FCC Correction

In report of decision dated Nov. 10, item re WCTS Cincinnati is corrected to read: Granted temp. extension of license to March 1, 1949.

November 15 Decisions . . .

BY THE SECRETARY

KAYS Hays, Kan.—Granted license for new standard station 1400 kc 250 w unl.

WOR-TV New York—Granted mod. CP decrease visual ERP from 9.5 to 9.0 kw and to make ant. changes.

WFPG-FM Atlantic City, N. J. — Granted mod. CP to change type trans. and modulation monitor.

WEAM Arlington, Va.—Granted mod. CP to change ant. and ant. parameters, ground system, type trans. and change trans. location.

WGBI-FM Scranton, Pa. — Granted mod. CP for extension of completion date to 2-25-49.

KRAI Near Craig, Col.—Granted license new standard station 1230 kc 250 w unl.

WVAM Altoona, Pa.—Granted license new standard station and specify studio location 1430 kc 1 kw DA unl.

WEKR Fayettsville, Tenn.—Granted license for new standard station 1240 kc 250 w unl.

WWOL Lackawanna, N. Y.—Granted license install aux. trans. at present site of main trans.

WSTP St. Petersburg, Fla.—Granted license increase power, install new trans. and DA-N and change trans. location.

KBMW Breckenridge, Minn.—Granted license new standard station and specify studio location 1450 kc 250 w unl.

KQAW Radio Santa Cruz, Area Santa Cruz, Calif.—Granted license new remote pickup station.

WLOG Logan, W. Va.—Granted CP make changes in vertical ant. and mount FM ant. on AM tower and change trans. location.

KAWT Douglas, Ariz.—Granted CP make changes in vertical ant.

WCAU-TV Philadelphia — Granted mod. CP change studio location, aural radiated power from 26.4 to 14 kw and change ant. height to 670 ft.

KREL-FM Goose Creek, Tex.—Granted mod. CP to change trans.

Following were granted mod. CPs for extension of completion dates as shown: WMMJ-FM Peoria, Ill., to 1-30-49(*); KFAC-FM Los Angeles, to 2-16-49(*); WHLD-FM Niagara Falls, N. Y., to 6-1-49; KOMA-FM Oklahoma City, to 4-1-49; WJDX-FM Jackson, Miss., to 12-15-48; WSBA-FM Spring Garden Township, Pa., to 6-5-49; WEBS Oak Park, Ill., to 2-1-49; KWBB Wichita, Kan., to 4-10-49; WCAP Asbury Park, N. J., to 5-14-49; WBAB Atlantic City, N. J., to 4-20-49.

(*)On cond. that construction be completed or interim operation provided by that date.

WHOK Lancaster, Ohio—Granted license new standard station 1320 kc 500 w D.

KQDC Oregon State Agricultural College, Area Corvallis, Ore.—Granted license new remote pickup station.

WXBV General Electric Co., Schenectady, N. Y.—Granted license for new STL.

WCKA The Sayre Printing Co., Sayre, Pa.—Granted request to cancel CP new FM station.

KECA-TV Los Angeles — Granted mod. CP to change studio location, decrease vis. power from 29.8 kw to 29.4 kw, and aur. power from 14.8 kw to 14.7 kw, and change ant. to 297 ft.

KFRD Rosenberg, Tex. — Granted mod. CP to change type trans., for approval of ant. and trans. location, and to specify studio location.

Following were granted mod. CPs for extension of completion dates as shown: KOMO-FM Seattle, Wash., to 12-16-48; WNJR-FM Newark, N. J., to 6-7-49; WBIK Chicago to 2-1-49; KBIX-FM Muskogee, Okla., to 2-15-49; WTHI-FM Terre Haute, Ind., to 5-5-49.

WTTS Bloomington, Ind. — Granted mod. CP to make changes in DA and change trans. location.

ACTIONS ON MOTIONS

(By Commissioner Hyde)

Red Oak Radio Corp., Red Oak, Iowa—Granted petition insofar as it requests leave to amend application to specify 1600 kc 500 w D in lieu 1220 kc 250 w D, and remove from hearing docket. Insofar as petition requests grant without hearing it is dismissed.

Montebello Bcstg. Co., Los Angeles—Denied petition requesting dismissal without prejudice of application and Commission on own motion dismissed said application.

KNEU Provo, Utah—Granted petition to dismiss without prejudice application.

The Bible Institute of Los Angeles—Granted petition to dismiss without prejudice application.

Fred Jones Bcstg. Co., Tulsa, Okla.—Ordered that application be dismissed without prejudice subject to right of reinstatement within reasonable time under provisions of rules.

Guilford Bcstg. Co., Greensboro, N. C.—Granted petition to accept late appearance in re application.

KJAY Topeka, Kan.—Granted petition to intervene in consolidated hearing on applications of Blue Valley Bcstg. Co. and Beatrice Bcstg. Co.

Kenyon Brown, Tulsa, Okla.—Granted petition for continuance of hearing scheduled Nov. 22 to Dec. 6, at Tulsa, upon application of Brown and that of George E. Cameron Jr.

Faulkner County Bcstg. Co. and Conway Bcstg. Co., Conway, Ark.—Ordered that consolidated hearing scheduled Nov. 15 be continued to Dec. 1 at Conway.

WCAE Inc. Pittsburgh—Passed over petition of WCAE Inc. to intervene in hearing on application of Fort Payne On the Air.

November 15 Applications . . .

ACCEPTED FOR FILING

AM—1050 kc

Terry County Bcstg. Co., Brownfield, Tex.—CP new AM station 1160 kc 250 w D AMENDED to request 1050 kc.

License for CP

KEYE Perryton, Tex.—License to cover CP new AM station.

KNAK Salt Lake City—License to cover CP change frequency, increase power etc.

Modification of CP

WSAR Fall River, Mass.—Mod. CP increase power etc. for extension of completion date.

INTERESTED background for an interesting foreground is Hal Schumacher, assistant chief engineer o WACE Chicopee, Mass. That glea in his eyes is a sure vote for Doroth Wojno, third place winner in the Mr America of 1948 contest and di jockeyette-fashion commentator o her own show *Just Plain Jane* o WACE.

License for CP

WWDC-FM Washington, D. C.—License to cover CP new FM station.

KLTI-FM Longview, Tex.—Same.

WAIR-FM Winston-Salem, N. C.—Same.

WRNL-FM Richmond, Va.—Same.

Modification of CP

WTAM-FM Cleveland—Mod. CP ne FM station change ERP from 11.5 k to 14 kw. ant. height above averag terrain from 620 ft. to 575 ft. 10 and make changes in ant. system.

KSTP-FM St. Paul—Mod. CP ne FM station for extension of complet date.

WCFL-FM Chicago—Same.

KTSA-FM San Antonio, Tex.—Sam

WMCA-FM New York—Same.

WABF New York—Same.

WROW-FM Albany, N. Y.—Same.

WSPR-FM Springfield, Mass.—Same.

WEMI New Haven, Conn.—Same.

WTVJ Miami—Mod. CP new comme cial TV station change studio an trans. locations, increase ERP fro vis. 1.57 kw aur. 0.786 kw to vis. 1 kw aur. 8.25 kw and change equip. an ant. system.

TENDERED FOR FILING

AM—920 kc

KFNF Shenandoah, Iowa—CP i crease 500 w-N to 1 kw-D to 5 kw-D change trans. site from Shenandoa to Lincoln, Neb., change type tra and install DA-DN.

When you think of
REPLACEMENTS
RE-TUBE with...
AMPEREX
ALL TYPES — TRANSMITTING AND RECTIFYING TUBES
AMPEREX ELECTRONIC CORP.
25 WASHINGTON STREET, BROOKLYN 1, N. Y.
In Canada and Newfoundland Rogers Majestic Limited
11-19 Brentcliffe Road, Leaside, Toronto, Ontario, Canada

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
• THE NEW YORK METROPOLITAN AR
Send for WHO'S WHO Among Advertisers on WE
WEVD
117-119 W. 4
N.Y. 19
HENRY GREENFIELD, Mgr. Director

Assignment of Permit

SSO Starkville, Miss.—Assignment CP from Grady Imes, James P. Hart- C. C. Hollinshead and Joe Phillips The Starkville Bcstg. Co. to The kville Bcstg. Co.

TB Waltham, Mass.—Assignment CP for new TV station from Ray- Mfg. Co. to CBS.

Transfer of Control

OP Hopkinsville, Ky.—Transfer ntrol from Pierce E. Lackey, Mon- L. Lackey and Paducah Bcstg. Inc. to F. Ernest Lackey.

AM STATION DELETED

AM—1300 kc

NR Raleigh M. Shaw, Lawrence- Ill.—Deleted AM station and call cancelled. 1300 kc 1 kw D.

ember 16 Decisions . . .

BY THE COMMISSION

License for CP

QW Washington, D. C.—Granted se to cover CP changes in vertical and install of FM ant. on AM tower.

Officer Designated

CD Spencer, Iowa—Adopted order nating Comr. Hyde to preside at ng scheduled Dec. 13 at Spencer, atter of revocation of license.

ember 16 Applications . . .

ACCEPTED FOR FILING

Transfer of Control

KR Baker, Ore.—Transfer of con- from Olive B. Cornett, executrix state of Marshall E. Cornett, de- d, to Olive B. Cornett.

BM La Grande, Ore.—Same.

RV Ontario, Ore.—Same.

Assignment of License

TYC Rock Hill, N. C.—Assignment icense from W. G. Reid and O. k Thornton d/b as Tri-County g. Co. to Tri-County Bcstg. Co.

Modification of CP

PRA Mayaguez, P. R.—Mod. CP rease power etc. for extension of pletion date.

IAU Eau Claire, Wis.—Same.

IAY New Britain, Conn.—Mod. CP AM station for extension of com- tion date.

Modification of Licence

VC Ventura, Calif.—Mod. license move studio location and change nation to Ventura-Oxnard, Calif.

Modification of CP

PW-FM Fort Smith, Ark.—Mod. new FM station for extension of pletion date.

OJ-FM Portland, Ore.—Mod. CP FM station to change ERP from kw to 43.2 kw.

TV Indianapolis—Mod. CP new station for extension of completion

TENDERED FOR FILING

Assignment of Permit

AB-FM Bridgeport, Conn. — As- ment of CP from Harold Thomas NAB Inc.

Assignment of License

PIK San Luis Obispo, Calif.—As- ment of license from James L. s, S. H. Frowein, Aram S. Reje- and Emma Widman d/b as San Obispo Bcstg. Co. to Spargur H. wein, Aram S. Rejebian and Emma man d/b as San Luis Obispo Bcstg.

NK Muskegon, Mich. — Assign- of CP from Nicholas William and Steven Claud Garcia d/b as Bcstg. Co. to Nicholas William

Stock Transfer

IK KWIK-FM Burbank, Calif.— fer of stock owned by Herschel to James H. and Alice I. Furns.

AM—1230 kc

SY Hattiesburg, Miss.—CP change 250 w D on 1220 kc to 250 w. unl. 1230 kc.

(Continued on page 93)

Reaching
4,000,000 PEOPLE
KWKW
Pasadena - Los Angeles

J. LINER JR. DIES, WAS KMLB MANAGER

J. C. LINER Jr., 39, one time general manager of KMLB Monroe, La., and son of the president of KMLB, died Nov. 12 in a Dallas hospital. He was stricken at a Dallas hotel Nov. 9.

More recently Mr. Liner had served as manager of KGHF Pueblo, Col., and was in Dallas to discuss a new radio connection.

Surviving are his wife, Mrs. Melba Lane Liner, and a son, J. C. Liner 3d, 18. Burial was in Monroe.

ALLIED FLORISTS of Greater Philadelphia, which became internationally known for its dove stunt at the Democratic Convention in Philadelphia, is stepping up its advertising by placing a new order for spots at 6:30 p.m. across the board on KYW Philadelphia. Gray and Rogers, Philadelphia, placed the contract.

WJZ Fashion Plates

FOR BEING "the best dressed men in radio," according to Sol Sherman, New York tie manufacturer, WJZ New York staff members were awarded neckwear specially designed by the maker. The blue nylon neckties show the WJZ microphones and the station's call letters emblazoned in white.

Toledo TV Sets

SURVEY among Toledo, Ohio, radio distributors reveals 4,500 television sets in operation in that area as of Nov. 10, according to WSPD-TV Toledo. Of this number, 150 are in taverns and restaurants and the balance in homes.

Broadcasting Firm Head To Publish N. Y. Weekly

J. GERALD MAYER, president of the Cortland (N.Y.) Broadcasting Co., heads a new firm which will publish a weekly paper, *The Cortland Tribune*, starting next month. Incorporation papers for the new company, to be known as The Cortland Tribune Publishing Co. Inc., have been filed with the secretary of state of New York.

John T. Ryan, vice president of Cortland Broadcasting, also will be executive vice president of the publishing firm. He and Mr. Mayer, both attorneys, will be co-editors and co-publishers.

EASTERN AIRLINE'S half-hour documentary film *Air Power Is Peace Power* has been placed on 16 television stations as a public service feature and 10 more stations have scheduled it for a later date. It is also being offered by Eastern to all civic and social groups at no charge.

WCSC *faithfully serves the Charleston, S.C. area* with TRUSCON RADIO TOWERS

WCSC transmits its 5,000 watt regional channel AM signal from three Truscon Self-Supporting Radio Towers—two of these being 190 feet high and the third hoisting an 8-unit WE Cloverleaf antenna 354 feet into the South Carolina sky, to serve Charleston's FM needs.

Like every Truscon Radio Tower installation, this WCSC set-up is engineered for its specific job and location. Truscon can design and manufacture any type of tower you need—guyed or self-supporting . . . tapered or uniform cross-section . . . tall or small . . . AM, FM or TV.

Your letter or phone call to Truscon, Youngstown, Ohio, or to any convenient district office, will bring you prompt engineering consultation. No obligation, of course.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON TOWERS
SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED

Radio Station WCSC, Charleston, S. C. uses two Type B, 190 ft., Truscon Radio Towers, and one Type D-30, 313 ft., Truscon Radio Tower with 8-unit W.E. Cloverleaf FM.

KFMB
(AND KFMB-FM)
sells
SAN DIEGO
WHAT AN EARFUL!
NOW
1000 watts 550 kc
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

Baltimore's
Listening
Habit
WCBM
MUTUAL
BROADCASTING SYSTEM
JOHN ELMER, *President*
GEORGE H. ROEDER
General Manager
Exclusive National Representatives
WEED & CO.
New York, Chicago, Boston,
Detroit, Atlanta, Hollywood,
San Francisco

Production

JOE YOCAN, staff announcer at KFWB Los Angeles for five years, has been appointed announcer for ABC's *Breakfast in Hollywood* program. He succeeds **JOHN NELSON**, who is devoting all of his time to announcing new ABC *Eleanor and Anna Roosevelt* show, and emceeing *Bride and Groom*.

JAMES S. McMURRAY, production manager of WBAL-TV Baltimore, has been appointed program manager for WOIC (TV) Washington, effective today (Nov. 22).

JESS OPPENHEIMER, radio writer and producer, joined CBS, Hollywood, as a producer-writer, Nov. 15. He will continue to produce, and to handle major portion of writing for *My Favorite Husband*, CBS Saturday comedy series (7-7:30 p.m.). In addition, he will create and produce other programs to be auditioned and aired from Hollywood.

PAUL FEIGAY and **J. PAUL NICKELL** have joined CBS-TV program staff as producer-director and director, respectively. Mr. Feigay produced *On the Town* and other Broadway shows. Mr. Nickell was with WPTZ Philadelphia.

BILL WINNE has returned to WTAG and WTAG-FM Worcester, Mass., as announcer after year's absence. **LOUISE JOJORIAN** replaces **ANN McCLEAN** in station's publicity - promotion department. **BETTY CAHILL**, formerly with NBC New York, has joined script department.

HAROLD WOLFF, of NBC Hollywood continuity acceptance department, is the father of a boy.

TED McKAY has been appointed program director of WCSI (FM) Columbus, Ind. He was formerly associated with WTIP Charleston, W. Va., and WSUA Bloomington, Ind. Mr. McKay succeeds **RICHARD NEHER**, who is now managing WWNI-FM Wabash, Ind. [BROADCASTING, Oct. 25], a sister station to WCSI.

TOM O'CONNOR has been appointed program director of WBMD Baltimore.

JIM MILLS, disc jockey at WIBK Knoxville, Tenn., has signed recording contract with Mercury Record Corp.

HELEN MACK has been signed as director for new NBC *Alan Young Show* starting Jan. 11. Lewis-Howe Co., St. Louis, (Tums) sponsors.

BILL SPARGROVE, of KECA Hollywood announcing staff, and Rhea Lund have anounced their marriage.

JACK GWYN, KRLD Dallas, Tex., announcer who was chosen to m.c. CBS *Harvest of Stars* show when it originated in Ft. Worth, was invited by network to m.c. origination from St. Louis on Nov. 10.

JERRY SNIDER, former special events director at WJLB Detroit, joins WSRS Cleveland Heights, Ohio, as production coordinator. **CHICK LIND**, m.c. of morning *Chick Lind Show*, has been appointed music director.

JOHN JENNINGS has joined KAYL Storm Lake, Iowa, as announcer.

FRANK SARACENO, chief announcer at KWSC Pullman, Wash., is the father of a boy, William.

ARTHUR GODFREY will emcee the two-hour *Thanksgiving Festival* on CBS, Thanksgiving day, Nov. 25, 4-6 p.m. William P. Wrigley Jr. Co., Chicago, is the sponsor. Agency is Arthur Meyerhoff & Co., Chicago.

GORDON MASON has been appointed director of KNX Los Angeles, *Housewives Protective League*. He was formerly connected with sales promotion activities of program in New York and Chicago.

JEAN RAPAPORT, CBS-TV production assistant, has announced her engagement to **AL HOLLANDER**, DuMont program coordinator.

BILL LEYDON has started five-weekly half-hour live *Show-Biz Quiz* on KFWB Los Angeles.

TOM HARMON, KFI Los Angeles sports director, is the father of a girl, Kelly Jean.

LARRY ROMAN, staff writer for CBS Pacific Coast Network, is the father of a boy, Steve.

DICK MACK has joined NBC *Eddie Cantor Show* as head of writing staff. Other new writers include **ARTIE STANDER, PHIL SHUKIN, LARRY KLINE, JESSE GOLDSTEIN** and **HAL GOODMAN**.

Mr. Mitchell

BERT MITCHELL, writer-producer of ABC's *Darts for Dough*, and with KTTV Los Angeles, has joined WFAA Dallas, as production supervisor.

BERNIE C. BARTH has joined production staff of WLWT (TV) Cincinnati, where he will handle *Who Am I? Charades* and *Visit With Cincinnati Churches*, and new show *It's Baldwin by Request*, program of piano music.

FLOYD RYEL, formerly with WCAO Baltimore, WAKR Akron and WCAU Philadelphia, has been appointed night supervisor at WSRS Cleveland.

TONY KENT has joined announcing staff of KSBW Salinas, Calif. He was formerly with BBC.

BETH LEE, formerly with WVJS Owensboro, Ky., has joined WPRT Albany, N. Y., as women's program manager.

HAROLD KEAN, WJR Detroit, singer and entertainer for 20 years, is leaving the air to devote fulltime to entertaining hospitalized veterans and other deserving groups.

GORDON HAWKINS, program and educational director of Westinghouse Radio Stations, addressed meeting of Middle Atlantic States section, Catholic Broadcasters of America, Saturday, Nov. 20, at Ursuline Academy, Wilmington, Del.

JOHN D. NORMAN has been promoted from production staff to production supervisor at WFIL Philadelphia. A 1947 graduate of Northwestern U., where he attended on an Edgar Bergen Scholarship and majored in radio, Mr. Norman has been in charge of producing a number of WFIL shows, including *Hayloft Hoedown*, which is originated for ABC.

DICK MULCAHY, KECA Hollywood writer-producer, is the father of a boy, Timothy Henry.

BOB ADAMS has resigned as staff announcer at WIND Chicago to return to his home in Boston.

FRANK LA TOURETTE, ABC Hollywood news and special events chief, is the father of a girl, Jean Michelle.

JACK WORMSER has joined KECA Hollywood as writer-producer, replacing **BILL HOLMES**, who resigned to freelance.

SPECTROLUX

New Device Animates Sti
Drawings for TV

Mr. Best demonstrates his Spectr
lux at WBEN-TV.

* * *

THE SPECTROLUX, a new devi for animating "still" drawings, h its premier Nov. 11 at WBEN-T Buffalo, N. Y.

Employing special lighting tec niques which cause the effect motion in still objects, the Spectr lux was first designed for use i commercial displays for store wi dows, counters and displays.

Through a system of rapi changing colored lights playing drawings given special color a treatment, the system seeming causes rays to emanate from a s wheels to rotate on a standi auto, etc.

The Spectrolux was invented Gordon Best of Toronto, who h invented several lighting devic for theatrical and display purpos He also was a pioneer in amate radio and was associated with late E. S. Rogers, inventor in radio field.

WTMJ-TV Milwaukee has announ that number of television receivers that area has more than doubled in last three months. As of Nov. 1, th were 9,253 sets installed as compared 4,142 Aug. 1st.

MEMO TO ELENORE SCANLAN, BBD&O:
When Cincinnatians want news, they tune to WCKY.
Look at the ratings on WCKY's news broadcasts:
News 8:00 AM 3.9*
News 12:00 Noon 5.1
News 6:00 PM 6.6
When you want a news audience in Cincinnati, WCKY is YOUR STATION! (* *Pulse Sept.-Oct. 1948*)
50,000 WATTS OF SELLING POWER
L. B. Wilson
WCKY
CINCINNATI
ON THE AIR EVERYWHERE 24 HOURS A DAY

Miller to Speak To NARFD Group

arge Attendance Expected At Chicago Meeting

UDGE Justin Miller, NAB presi- nt, will discuss "Radio Farm oadcasting—A Profession" at the th annual convention of the Na- al Assn. of Radio Farm Direc- rs in Chicago's Stevens Hotel st week-end. He will be intro- ed at the closing dinner session day evening.

ore than 100 members of the p, with their wives, will travel the annual Chicago meeting, h takes place the same week the International Livestock hibition. A luncheon and tea scheduled for Saturday after- , the opening day.

Discussion groups will meet rwards in the lower tower with following farm directors as ers: Phil Alampi, WJZ New k City, "Agricultural Service the Press Assns."; Homer Martz KA Pittsburgh, "RFD-Exten- n Relations Panel"; Bill Sho- te, WOAI San Antonio, "How FDs Can Improve Farm Life."

Panel Planned

At the same time, Wallace Kad- rly, KGW Portland, and Dick athe, WGAR Cleveland, will di- ct a panel on "RFDs Look at me Basic Issues," among which ll be objectives of farm radio, ws sources, selection and rejec- n of material, program format, ndling of interviews, program motion and listener response. nscription playback facilities l be available to conventioneers er buffet supper in the upper er.

Directly after Sunday breakfast, e annual business session has n scheduled, with Phil Evans, MBC Kansas City, Mo., as chair- n. Reports will be made by the lowing committee chairmen: yne Beaty, WBAP Fort Worth, visory; Mal Hansen, WOW Oma- a membership; Bill Diamond, for- rly of WHO Des Moines, awards; rdon Loudon, WWL New Orle- s service; Ed Lemons, WKY Oklahoma City, programming; Paul Visser, assistant director of agriculture at NBC's Central Division, convention; Hal Totten, WGN Chicago, facilities; Mr. Kathe, new RFDs; Mr. Evans, business; Maynard Speece, formerly of KUOM St. Paul, U. of Minnesota, U. S. Department of Agriculture, Washington, D. C., extension relations; Sam Schneider, KVOO Tulsa, guidance; Mr. Martz, publicity; Mr. Kadderly, yearbook, and Miriam Foltz, WOSU Columbus, Ohio State U., homemaker programs.

New officers will be elected to succeed Charles Worcester, president, of WMT Cedar Rapids; Mr. Kadderly, vice president, and Mr. Totten, secretary-treasurer. After the luncheon, Bob Miller, WRFD Worthington, Ohio, will lead a discussion on "What We Farmers Want to Hear," and Frank Cooley, WHAS Louisville, will describe "The Farm Market, Its Size, How We Judge It, What We Want." The final report before the dinner meeting will concern "RFD Television in Action."

Mr. Visser completed convention arrangements as chairman of the program committee.

HOOPER TOP TWENTY STATIONS

August-September 1948

MORNING		AFTERNOON		EVENING	
KOIL	43.1	WKY	41.4	WRVA	41.7
KRNT	40.4	WOAI	41.0	WHIO	40.0
WRVA	40.1	WOW	38.5	WJW	38.1
WHEC*	38.8	KRNT	38.4	WKY	37.0
WSPD	38.6	WHEC	37.5	WBNS	36.3
KSL	37.8	KPRC WRVA	37.0	WSGN	34.4
WCCO	36.5	WBNS	36.2	KXOL	34.2
WFBL	36.0	WFBL	36.1	WKDA WOW	33.9
WHIO	35.6	WSPD	35.8	WCCO	33.6
WBNS	35.4	WMC	35.0	KRLD	32.8
WKY	35.3	WHDH	33.9	WHAS	32.6
WQAM	35.2	KOA	33.7	WTMJ	32.5
WFBR	33.7	WBEN WNEB	32.8	KSL	32.1
WJR	33.6	WCCO WSB	31.9	WSPD	31.9
WSGN	33.1	WAVE WSM	31.1	WBEN WHEC WOAI WTIC	31.6
WTIC	31.5	KDYL	30.9	WSB	30.9
KGO	31.4	WIBC	30.6	WAVE	30.6
WBBM	31.1	KFI	30.3	WPDQ	30.0
KMOX	30.8	KGW	30.2	WJR	29.9
WPRO	30.4	WHO	30.1	WFLA	29.6

* Broadcasting Nov. 15 listed WHEC as WAGC on the basis of first report from C. E. Hooper Inc.

This tabulation includes subscribing stations in those cities where city Hooperatings were measured during the months used as a base for this report.

(Editor's Note: These listings do not necessarily mean that stations in unsurveyed markets are below the share of audience ratings indicated. They simply constitute an index of top stations in the markets in which Hooper conducts continuous coincidental surveys.)

Gapen Named

KEN GAPEN, assistant director of information for radio and video, U. S. Dept. of Agriculture, has been appointed to the new radio committee set up by the American Assn. of Agricultural College Editors. Five other members were named to the committee.

RCA Camden, N. J., announces production of three new table model television receivers.

TESTED SUCCESSFUL

STAR STORIES

WILL MAKE MONEY for YOU

You can't argue with Success . and STAR STORIES have proved. successful with users throughout the land! Two dramatic narrations per show. 15 minutes with three minutes for commercials. . . beginning, middle and close. Seventy-eight of these 15 minute shows are available at a rate ridiculously low. Plus. . . . FREE COPY ANALYSIS SERVICE. . . To further insure success to users of STAR STORIES.

Write for all these money making, dramatic details and low rates for your station Remember tested ideas that have made money for others . . . Can't miss for you!

★ **FREE** FULL DETAILS AND PRICES

THE NATIONAL RESEARCH BUREAU, INC.
NATIONAL RESEARCH BUILDING, Dept. 1122
CHICAGO 10, ILLINOIS.

Without cost or obligation send me full details about STAR STORIES and FREE Copy Analysis Service.

Name
Address
City State
Station

7½" /15" 18"

Since compilation of the data for our recent NEWSGRAM*, we are extremely pleased with the tape speed of 15 inches per second.

Compare our minimum performance with **ANY** *tape recorder at* **ANY** *price and at* **ANY** *speed!*

STANCIL TRANSCRIPTION RECORDER

Frequency response ± 1 DB 45 to 15,000 cycles.
Signal to noise at 2% distortion — 51 DB.
At 4% intermodulation distortion — 48 DB.
Recording and Playback time, 1 ¼ hours.

And we can deliver, too!

**If you are not on our mailing list—write!*

FOREMOST PRODUCERS OF WIDE RANGE MAGNETIC RECORDING EQUIPMENT

W. V. STANCIL CO.

NORTH HOLLYWOOD, CALIFORNIA

ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S FIRST THREE MARKETS
ATLANTA
MACON
SAVANNAH
The Georgia Trio
WAGA
ATLANTA
5000W · 590Kc
WMAZ
MACON
10,000W · 940Kc
WTOC
SAVANNAH
5000W · 1290Kc
The C.B.S. Affiliates in Georgia's First 3 Markets
epresented, individually and as a group, by THE KATZ AGENCY, INC.

The Swing is to WHB in Kansas City

10,000 WATTS IN KANSAS CITY
WHB AM FM
Represented by JOHN BLAIR & CO.
DON DAVIS, President
JOHN T. SCHILLING, Gen. Mgr.
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

TALK to the SOUTH'S EAR ZONE through WDSU

WDSU
New Orleans

WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners.

From daily association with time-honored *New Orleans institutions* WDSU has developed a high quality of integrity. WDSU devotes *program time regular* and exclusively to the St. Louis Cathedral, the International House, Moisant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Operas.

WDSU's dominate Hooperating proves that honoring local institutions creates high listener loyalty.

NEW ORLEANS WDSU ABC Affiliate 5000 Watts
1280 kc

Promotion

THE 1948 *Breakfast Club* Yearbook has been distributed to "Breakfast Clubbers." Don McNeill, m.c. of ABC's morning show, and wife Kay, by means of the Yearbook, invite their friends to "Come to our Parties." Yearbook—64 bright pages of fun with the McNeills—is devoted to *Breakfast Club* Parties, on the air and off. Listeners will remember the "Garden Party at the McNeills," "1948 Anniversary Party"—25 years on the air, "Favorite Studio Parties," "The Fourth Party"—Don McNeill for President and "Off-Mike Parties." The entire *Breakfast Club* family is featured, and a special section is devoted to the *Breakfast Club* listener.

New Contest

JIMMY FIDLER launched a nation-wide slogan contest with top prize of $30,000 in merchandise and eight weekly gift awards of $2,500 each, on his ABC show Sunday, Nov. 21. Purpose is to focus attention on "National Kid's Day Foundation" for underprivileged children.

'Adventure at 7'

LATEST promotion piece from WCOP Boston tells how its 7 p. m. nightly adventure series rates programwise. The adventure set-up was started in December 1947, and figures are given to show how ratings have increased since that time. Hooper increase is given as 100%; Pulse at 112%.

Corn Cob for Kobblers

CORN cob attached by string to card bearing legend "Here's the Cob. We're saving all the Korn for our Big Radio Show . . . at 6:30 every night . . . Thanks for Listening . . . The Korn Kobblers . . .," was distributed by WCHS Charleston, W. Va. Piece went to local and national mailing list and to beer distributors in WCHS primary area. The gimmick was promotion stunt for transcribed show *The Korn Kobblers* which has been on WCHS almost nine years under sponsorship of Fesenmier Brewing Co,. Huntington, W. Va.

'Ad-Lux'

MOUNTED on simulated TV receivers, highlighted by alternating light flashes, WMAL-TV Washington displays 8 x 10 prints of its top TV features. Display, termed "Ad-Lux," is set up in lobby windows of Trans-Lux Building, WMAL's headquarters. Pictures are lit up 24 hours each day, and set-up, designed by Howard Bell, promotion manager, provides for frequent changes in feature presentations.

Teen-agers Trip

WHEN Norfolk, Va., Junior Chamber of Commerce selects city's "Outstanding Teen-ager" on Dec. 18, WLOW Norfolk will be ready to carry on. Station has made arrangements to fly winner and his mother or father to Washington, where he will be met by Congressman Porter Hardy Jr., from Norfolk. Following luncheon, Rep. Hardy will escort teen-ager and his parent through Washington, including a stopover at Congress, where he will be introduced to members and interviewed by press. Proceedings will be rcorded for play back on WLOW when entourage returns to Norfolk on Jan. 5th.

'Flashcast'

WROW Albany and Albany *Times-Union* will provide citizens of that city continuous news from 11 a.m. to 11 p.m. daily and 6-10 p.m. Sundays from news "Flashcasting" sign soon to go into operation. Sign, 61 feet long and with 4 foot letters, will be displayed from National Savings Bank Bldg. in downtown Albany. World news, local news, weather bulletins, public service announcements and reports of sports events will be featured.

First One

FIRST promotion piece on new *Johnny Clarke Show* heard on WNJR Newark, N. J., has been issued. Two-color 8½ by 11 piece features picture of Johnny on "top" side under caption "Spinning News Records of Achievement in Radio." Alternate side lists 14 segments of three-hour program in detail, explaining content of each. Circular will be used for agency mailings.

On Mail Response

SERVICE area promotion piece based on mail response has been issued by WGAR Cleveland. Folder features an airview of city on cover and inside is map with shaded areas and dotted lines indicating market and response areas.

Good News

RADIO blaring, "This News Is Good News" is comment on cover of KSTP Minneapolis-St. Paul, promotion piece. Inside red, yellow and black lettering and pictures display Nash's Coffee sponsorship of *Mid-day News* and *Daily Dinger* on that station. Reverse side features more pictures and reasons why KSTP is doing a good job of promoting this sponsor's product. Piece is designated for dealer display.

'Good Rule'

BRIGHT, shiny, 12-inch ruler is feature of WGBI and WGBI-FM Scranton, Pa., latest promotion stunt. Station distributed approximately 35,000 rulers and program schedules during Scranton's nine-day Better Homes Exhibit. Motto on ruler states "It's a Good Rule to Listen to WGBI . . ." In addition to distribution of rulers, station provided a booth at exhibition manned by attractive girls, the WGBI and WGBI-FM twins wearing "antenna" hats featuring the station call letters.

Visitors

TWENTY-FIVE Wisconsin retail druggists traveled to New York after close of NARD druggists' convention in Atlantic City last month, to be guests of WISN Milwaukee and CBS at morning broadcast of *Arthur Godfrey Time*. Following broadcast, WISN Promotion Director H. E. Saxton entertained entire group at a luncheon.

St. Louis AAAA Chapter Announces New Officers

NEW officers and governors for the St. Louis chapter of the American Assn. of Advertising Agencies were announced Nov. 10. The St. Louis chapter opened in early August [BROADCASTING, Aug. 9].

Oakleigh R. French, Oakleigh R. French & Assoc., was elected chairman. He had served in that capacity since formation of the chapter. Other officers are James Wilson, D'Arcy Advertising Co., vice chairman, and Frank A. Watts, Watts Advertising Agency, secretary-treasurer.

'ZIP' PROMOTION
Do Your Time-Buying Now
—WZIP Tells Retailers—

WHEN WZIP Covington Ky., a vised local retail merchants la October to "put ZIP in your Chri mas promotion," the station ne anticipated such "amazing" r sults—at least for "an extreme low-cost, one-week promotion."

WZIP had launched an intend four week, six-a-week 30 minu Christmas show to sell on a pa ticipating schedule. During t first week of October, 85 mercha including jewelers, flower sho etc., were sent a telegram, decorated postal card with a ver message paraphrasing popul Xmas songs and poems, and letter explaining why it would wise to "put ZIP in your prom tion." Each piece was sent out day apart. The wires began wi seasonal greetings and ended wi a reference to choice time ava abilities and WZIP's telepho number.

The letter advised "...if yo promotion plans for the holid season do not include radio, here a special 'get-acquainted' offer. that incidentally will save y about $88.00 in time costs co pared with our normal rates."

The WZIP sales force filled t first half-hour quickly. The stati produced another show, and th too, was filled, according to Ll W. Baldwin, station manager a program director. An exclusi singing commercial spot schedu also found ready takers.

To Make WE Tubes

MACHLETT LABS, Springda Conn., is to take over the manufa ture of Western Electric Co.'s li of high power tubes for broadca transmitters and allied applic tions. Machlett will make t tubes to Bell Telephone Labs d signs, with full use of the produ tion techniques developed by We ern Electric. Distribution w continue to be through the Grayb Electric Co.

TOPS in TOWER CONSTRUCTION

REGARDLESS of type — Radio Towers, FM or TV Antennas — no matter where — atop a skyscraper or mountain; our skilled construction crews have successfully solved some of the most complicated problems in tower, antenna, and coaxial cable construction. Proven experience in over 500 satisfactory installations all over America!

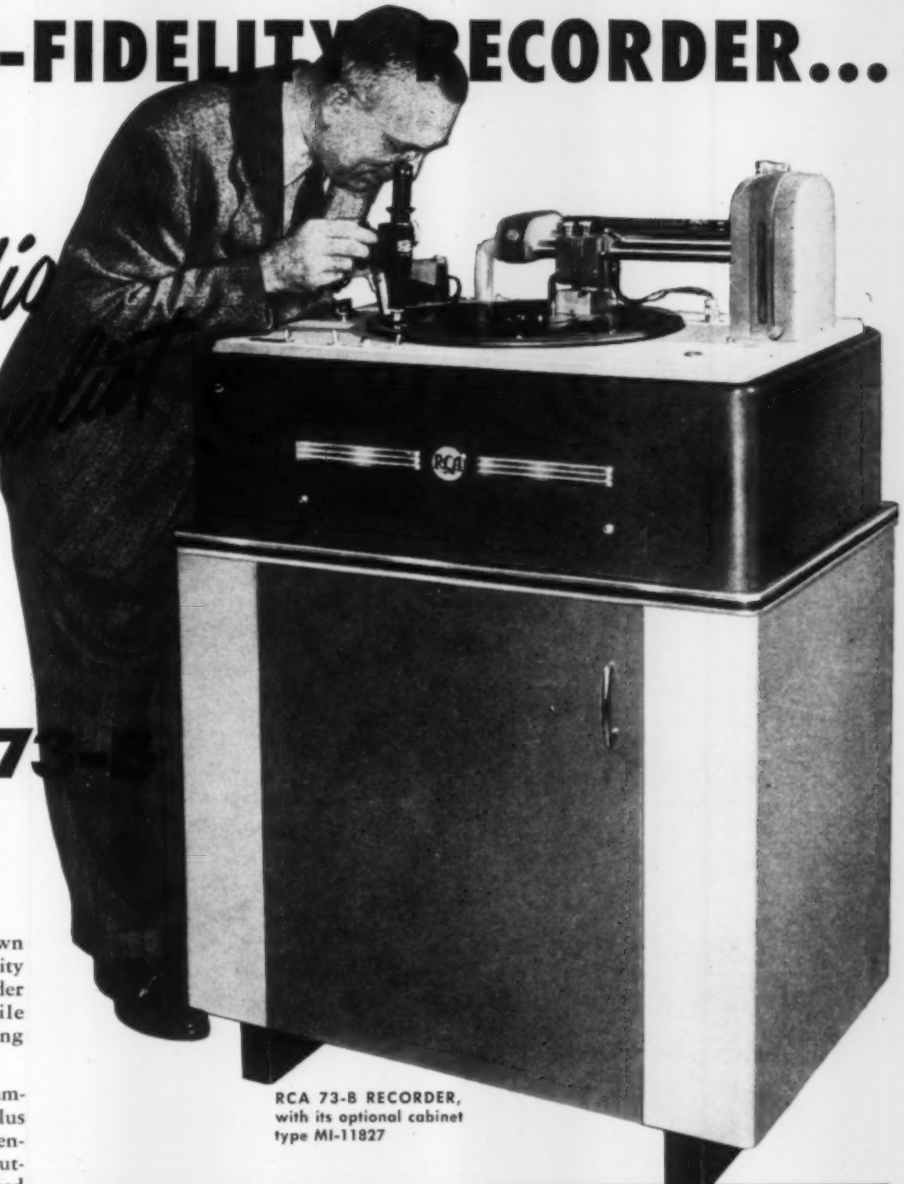
A phone call, wire, or letter brings you our Consultation Service without any obligation.

TOWER CONSTRUCTION COMPANY • SIOUX CITY, IOWA
402 COMMERCE BLDG. PHONE 5-6761
TOWER ERECTION • MAINTENANCE and PAINTING • GROUND SYSTEMS • FM-TV ANTENNA • COAXIAL TRANSMISSION LINES

The HIGH-FIDELITY RECORDER...

...for The Studio Professional

RCA Type 73-B



RCA 73-B RECORDER, with its optional cabinet type MI-11827

DESIGNED with almost every known device for cutting your high-fidelity reproductions, this professional recorder has everything you need for versatile control of cutting to meet any recording situation.

- For instance, a new improved cam-operated lowering device prevents stylus damage and overcutting . . . because it enables you to lower the flutter-proof cutting head gently with decreasing speed as the head approaches the spinning record.
- For instance, start and finish spiralling is controlled by a *separate* motor . . . push-button operated. Spiralling pitch: approximately 6 lines per inch at 78 rpm and 2.5 lines per inch at 33⅓ rpm.
- For instance, *you can change cutting from inside out to outside in* by the simple turn of a dial . . . without adjusting the lead screw or driving gears. The pitch is continuously variable, while recording, from 96 to 152 lines per inch to handle program overruns. During actual running, too, you can adjust the stylus cutting angle and cutting depth. Groove grouping is eliminated because the head rides smoothly along a tubular enclosure that protects the feed screw. An automatic equalizer . . . available on special order . . . compensates for recording-level variations due to changes in surface speeds.

For additional facts ask your RCA Broadcast Sales Engineer for Bulletin 1J3137 . . . or write Dept. 19 KD.

PROFESSIONAL RECORDER
TYPE 73B

CHECK THESE SPECIFICATIONS

Frequency response	30 to 10,000 cycles, ± 2 db
Head sensitivity (groove velocity 6.3 cm/sec., 0.00079" peak to peak at 1000 cps)	+30 dbm (1.0) watt
Turntable accuracy	± ½% 33⅓ or 78 rpm
Speed regulation (wows)	0.14% rms at 33⅓ rpm 0.07% rms at 78 rpm
Turntable drive	2 hysteresis type synchronous motors, using rim drive through rubber idler rollers
Type of stylus	Sapphire or Steel
Microscope	36 power Spencer
Playback	removable plate provided for mounting RCA Universal Pick-up arm, MI-11871

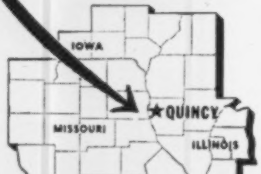
BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

KOIL delivers NEBRASKA'S NO. 1 MARKET- OMAHA plus Council Bluffs

BASIC ABC • 5000 WATTS
Represented By
EDWARD PETRY CO., INC.

WTAD
WTAD-FM
Quincy, Illinois



Here's a two-way guarantee of top listening in this rich urban-rural market. WTAD and WTAD-FM assure more listeners . . . more sales and profits. Use these dominant stations to tell and sell!

WTAD
930 KC 1000 Watts
CBS Affiliate

WTAD-FM
99.5 MC
Channel 258.
ERP 53,000 Watts.

Covers 34 Mississippi Valley Counties—core of productive Illinois—Missouri—Town agricultural regions. WTAD-FM carries AM programs . . . with 53,000 watts ERP a whopping big plus coverage feature.

Represented by WEED & COMPANY

Lee STATIONS

Allied Arts

JAMES L. LAHEY, former assistant chief engineer at WBKB (TV) Chicago, has joined engineering staff of Television Assoc., same city, in an executive capacity. He will make his headquarters at firms laboratories and manufacturing plant at Michigan City, Ind.

DAVE SIMMONS, account executive of John Blair & Co., station representative, San Francisco, has been transferred to firm's New York office.

GEORGE ADAMS ELLIS, member of law firm of Clark, Carr & Ellis, New York, has been elected a director of Avco Mfg. Corp., same city.

RAY JONES, executive secretary, AFRA, Chicago local, and Eloise Kummer Jones, Chicago radio actress, are the parents of a boy, Joseph Martin.

JOSEPH POITRESS, formerly with Solar Mfg. Co., N. Bergen, N. J., has joined Andrea Radio Corp., Long Island City, N. Y., as works manager.

JOHN GUEDEL, head of John Guedel Radio Productions, Hollywood, has adopted a girl, Heidi.

CHURCHILL-WEXLER Film Productions, Los Angeles, has moved to larger quarters at 137 N. La Brea Ave.

GRAFF, WOLENS GET NEW POSTS AT WBKB

WBKB (TV) Chicago, Balaban and Katz station, has appointed E. Johnny Graff as head of programs and productions, and Mel Wolens as sales manager. The station has also divided the engineering operation into three separate departments, thus promoting three engineers.

Mr. Graff was formerly of Donahue & Coe agency, New York, as writer-producer. He has written numerous film commercials for such national advertisers as Procter & Gamble and MGM, and has packaged film and live TV shows.

Mr. Wolens succeeds Don Meier, whose plans are still "indefinite" [CLOSED CIRCUIT, Oct. 18.] Commercial manager at WCFL, Chicago's Voice of Labor station, for the past 12 years, Mr. Wolens was formerly a time salesman for the same station and NBC.

The engineering operation has been re-classified into three divisions—transmitter, operations and maintenance—and three staff engineers have been promoted to head each. William Kusack, who has been at WBKB since 1940, is engineer in charge of transmitters. He will also supervise all microwave relay telecasting from remote points .

Dick Shapiro, with WBKB seven years, supervises maintenance of engineering equipment, both remote and studio, exclusive of the two transmitters. A six-year veteran, Charles Buzzard, manages studio and remote telecast operations, and will continue to install the station's new master control switching system which he designed.

RUTGERS U. *Forum* observed its 150th broadcast on Nov. 9. Program is heard over WAAT Newark and WCTC New Brunswick and is transcribed for rebroadcast over WMID Atlantic City, WSNJ Bridgeton and WDHN New Brunswick, all New Jersey.

WEAW (FM) TAKING CONTINENTAL FEED

CONTINENTAL (FM) Network enters the Midwest with its nationwide high-fidelity tape programming service through addition of WEAW (FM) Evanston, Ill., as an affiliate. Florida and southeastern coverage will be announced soon.

Agreement for Continental coverage in the Chicago area was signed last week by Everett L. Dillard, Continental president, and Edward A. Wheeler, WEAW president.

Extension of service into the Midwest creates possibility of affiliation of a number of regional FM hookups by off-the-air pickups. Continental covers the East Coast by wire and off-the-air service, and feeds KSBR San Francisco [BROADCASTING, Nov. 1] and WEAW by 15,000-cycle tape which is shipped air express. The WEAW signal is said to be within reach of several midwestern FM hookups.

At present Continental is providing two hours of service weekly to tape affiliates but has nearly completed plans for an extensive expansion of its high-fidelity programming.

Southeastern coverage will be arranged by Continental in the near future with expected affiliation of an FM station in the Miami area.

Long-term contract for a five-hour music festival was signed last week by WASH (FM) Washington, Continental key station, with Sun Radio Co., Washington, and Farnsworth Television & Radio Corp. WASH will broadcast under their joint sponsorship from 12 noon to 5 p.m. Sundays. Programs will include collector's items, symphonies and complete operas. Contract is for one year with renewal option. First program will be carried Nov. 28.

Haverlin Tells Toronto Radio Executives of BMI

CARL HAVERLIN, president of BMI and the Radio Executives Club of New York, told the Radio Executives Club of Toronto Nov. 10 that BMI's repertoire had grown to 135,000 titles, its use last year to 11 million performances of its titles as against 30 million of ASCAP titles.

Mr. Haverlin said that probably the brightest spot in BMI is the Canadian operation, which shows greater vitality in its operation than the American. He pointed out that a growing number of leading Canadian music publishers and Canadian composers are swinging from the Composers, Authors and Publishers Assn. of Canada (Canada's ASCAP), to Canada's BMI. He noted that much of the credit goes to Bob Burton, BMI general manager, who pushed the Canadian operation.

WHO'S ON THIRD?

New York CBS-TV Staff Is Widespread

THE GENERAL who jumped his horse and rode off in all fo directions at once had nothing CBS-TV personnel in New Yo City. Because of construction a remodeling activities, they fi themselves in six different loc tions at once.

The network's new televisi studios in the Grand Central Buil ing at 15 Vanderbilt Ave., are bein renovated, and staff members fo merly quartered there have bee assigned locations elsewhere.

Under the new set-up, to be com pleted after the first of the yea 15 Vanderbilt will house the ne studios and some offices, while pr ducers and casting directors wi operate from 25 Vanderbilt, whe new office space has been procure

Executive officers are now locate at 51 E. 42 St., with directors an associate directors quartered at 7 E. 45 St. Office space in the CB Studio Building, 49 E. 52 St., fo merly occupied by the shortwa department, will be occupied CBS-TV news and sports staffe with the sales department opera ing from CBS's 485 Madison Av headquarters.

NRI Signs Up Campbe And Benton & Bowle

BENTON & BOWLES, New Yor and the Campbell Soup Co., Ca den, N. J., have signed three-ye contracts for the new nation Nielsen Radio Index services.

Benton & Bowles, on their agency service, elected as speci NRI features the extra-week ra ings reports, non-network servic and New York area television r ports.

Campbell's optional choices i clude Nielsen Consumer Ind Service covering extra-week ra ings, non-network service and Ne York station area reports and sp cial research.

GET ON THE BEAM!

Direct to the 1,000,000 "SPECIALIZED GROUP" within the Los Angeles Market.

YIDDISH 250,000
NEGRO 300,000
GERMAN 100,000
SPANISH 250,000
ITALIAN 100,000
SCANDINAVIAN 30,000

6 RESPONSIVE AUDIENCES IN ADDITION TO 3 MILLION ENGLISH SPEAKING LISTENERS

KOWL 5000 WATTS CLEAR CHANNEL

Owned by ART CROGHAN • GENE AUTRY

Marketing Assn. Panel To Talk Measurements

RADIO measurement and all phases of marketing will be discussed by panels of experts at the annual convention of the American Marketing Assn. in Cleveland Dec. 27, 28 and 29. Program chairman is Dr. Kenneth Dameron, professor of business organization at Ohio State U. and chairman of the association committee on teaching advertising.

Both "teachers and practitioners of marketing" will meet on common ground, according to Dr. Dameron, who has planned sessions on prices and price problems, sampling, marketing theory, trade marks and trade mark legislation, commodity distribution, market management and marketing innovations and problems.

Grocery Manufacturers Cite WEEI Food Series

"MOTHER PARKER," star of a WEEI Boston program series, *First Comes Food*, sponsored locally by the city's Food Fair stores, received a sterling silver "Life Line of America Trophy" for the presentation of the food story to Boston radio listeners.

Fred Garrigus, WEEI director of public affairs and special events, also accepted a trophy on behalf of the station for the program at the 40th annual meeting of the Grocery Mfrs. of America, at New York's Waldorf-Astoria. "Mother Parker" (Heloise Parker Broeg) captured first honors in the nationwide competition among women commentators who, in the judges' opinion, interpreted best America's food situation.

AFA Lists 25,000

THE ADVERTISING Federation of America, with home offices in New York, includes more than 25,000 names on its membership roster. Latest affiliation is the Cleveland Advertising Club, according to George S. McMillan, vice president of Bristol-Myers Co., New York, and AFA board chairman.

WORZ
NBC AFFILIATE
ORLANDO
FLORIDA
1000 WATTS—740 K.C.
FULL TIME—CLEAR CHANNEL
Nat. Rep., WEED & CO., New York

Milestones

Mr. Carlin

PHILLIPS CARLIN, Mutual vice president in charge of programs, will celebrate his 25th year in radio on Tuesday, Nov. 23. Pioneers in broadcasting and leaders in all divisions of the radio field have prepared a party at the Louis Sherry Restaurant, New York, to honor the MBS executive. Mr. Carlin was an early NBC (Red and Blue networks) broadcaster and was a talent and program executive with that organization and with ABC before joining Mutual. Mr. Carlin has been credited with many major programming trends, latest of which has been swing to audience participation shows.

► First anniversary of WTMJ-TV Milwaukee, video outlet of the *Milwaukee Journal*, will be marked by special TV section in the Sunday editions of the newspapers on Nov. 28.

► Dec. 5 will be leadoff of 26th anniversary week for WDRC Hartford, Conn., basic CBS affiliate. Special features are planned.

► WJW Cleveland, ABC basic outlet, celebrated its fifth birthday Nov. 13 with cocktail party for its staff and newspaper friends.

► Nov. 13 also marked an anniversary—the second—for WLBR Lebanon, Pa. Special program was aired which tied in with National Radio Week and featured Mayor William Focht.

► Colorful illustrated brochure has been prepared by WRFD Worthington, Ohio, to outline highlights of its first year of "service to rural Ohio." Programming revolves around four main elements of interest to rural listeners: "news, markets, discussions and entertainment." Special emphasis is placed on coverage of fairs and farm meetings.

EMERGENCY
KFBB Instructs Listeners In Crisis

RADIO's emergency and public service role was exemplified by KFBB Great Falls, Mont., on Armistice Day when an explosion shattered a section of the 14-inch natural gas line serving the Great Falls area. When some 9,000 domestic and commercial users were bereft of heating and cooking facilities, the station took over with explicit instructions to listeners.

The explosion occurred at 4 a.m. and KFBB began its broadcast day by asking that all appliances and pilot lights be turned off immediately. Instructions and information were supplemented and repeated throughout the day. When the citizens resorted to makeshift devices (ranges and ovens), KFBB reported power lines were overloaded and requested the practice be stopped.

When the line was repaired more than 12 hours later, the station urged listeners to check appliances and pilot lights. Service was restored and the gas was turned on, without fires or explosions.

Radio Record of Decade Is Written by Ackerman

WILLIAM C. ACKERMAN, CBS reference department director and program board secretary, sums up the 1938 to 1948 period in the history of broadcasting in an article, "U. S. Radio: Record of a Decade," published in the current issue of *Public Opinion Quarterly*.

Mr. Ackerman pointed out that within the decade the number of stations on the air has tripled and broadcasters have given birth to television.

"U. S. radio has become even more securely established as a system of private ownership and operation under government license," he said, concluding that advocacy of government ownership and operation was not considered by any responsible person in the government.

Entertainment Industry USO Committee Formed

FORMATION of an Entertainment Industry Committee was announced last week by the USO New York Campaign Committee, of which the new group is a suborganization. James Sauter, president of Air Features, New York, is chairman of the new group.

The new committee will enlist the aid of Manhattan's entertainment industry on the job of raising New York's share of the $6,650,000 that the USO requires for 1949 plans. All groups of the industry will be represented. Mr. Sauter will announce his sub-committee chairman at a luncheon on Tuesday, Nov. 30.

Plugs Book by TV

P. J. KENNEDY & Sons, New York, Catholic book publisher, will be the first publisher to use television minute spots to sell an individual book. The book selected for the experiment is *The Crusade of Fatima* by John de Marchi. Time has been purchased through Van Diver & Carlyle, New York, on WFIL-TV Philadelphia. Minute spots will be used nightly over a three-week period effective Sunday, Nov. 28.

A. ROSENBERG DIES AFTER LONG ILLNESS

Mr. Rosenberg

ARTHUR ROSENBERG, 64, president of the Arthur Rosenberg Advertising Agency, New York, died last week in his Bronx home after an illness of six months.

A native New Yorker, Mr. Rosenberg started as an office boy on the New York *American*, rising to the post of real estate editor. In 1917 he left the paper to found his own advertising business. He was an Advertising Club member, treasurer of the Jewish Book Council, a member of the executive council of the Liberal Party, a director of the Rand School of Social Science and a governor of the Jewish Club.

Surviving are his wife, Ann Alice Rosenberg; a daughter, Mrs. Harold Chartown, and a son, Benjamin Allen Rosenberg.

TV Award Banquet

ACADEMY of Television and Sciences will hold its annual award banquet and seminar Jan. 25 at the Hollywood (Calif.) Athletic Club. One award will be given to the outstanding television personality and another to the station doing the best overall job in video.

Let Them Star For You!

You can put The Texas Rangers, stars of stage, screen and radio, to work for your products – your client.

Over the past few years The Texas Rangers have done an outstanding selling job on both small and large stations – over four straight years for two different breweries, five years for a bakery, over five years for a dairy.

The Texas Rangers are America's largest and finest group, playing and singing Western tunes. Their music is transcribed vertically for high fidelity –ideal for either FM or AM.

They are priced right for your market and your station.

Wire, Write or Phone for Complete Details

THE Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
KANSAS CITY 6, MO

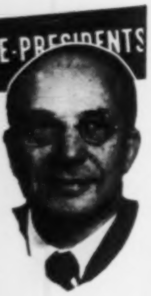
Tops with VICE PRESIDENTS

"The Yearbook is a misnomer—it's my daybook every day of the year."

William B. Lewis

WILLIAM B. LEWIS
Vice President
Kenyon & Eckhardt
New York City

Tops with VICE-PRESIDENTS



"The Yearbook is extremely important to us in our radio planning departments."

Melvin Brorby

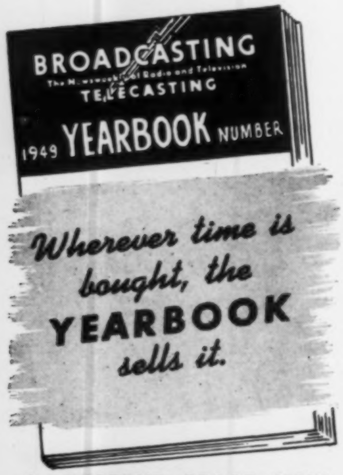
MELVIN BRORBY
Vice President
Needham, Louis and Brorby, Inc.
Chicago

Tops with

"The Yearbook is an important reference source for a busy agency executive. Complete and comprehensive. We use it constantly."

George Whitney

GEORGE WHITNEY
Vice President
Harrington, Whitney & Hurst, Inc.
Los Angeles



BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
1949 YEARBOOK NUMBER
Wherever time is bought, the YEARBOOK sells it.

RESERVE SPACE NOW
Deadline
December 1st

GEORGIA NET MOVES ITS HEADQUARTERS

HEADQUARTERS of the Georgia Assn. of Local Stations has moved from the Robert Fulton Hotel to the new studio site of WGLS Decatur, Ga., according to Tom Carr, director of the group.

Mr. Carr

WGLS, which will operate with 1 kw on 970 kc, is expected to go on the air in early December. This station will be the key outlet of GALS, which will begin limited operation when WGLS opens.

Another station, WIBB Macon, also has been added to the network. This outlet took the air on Nov. 14 and brings membership in the group to 28.

Mr. Carr, who has been acting as director of the Georgia Assn. of Local Stations since its formation a year ago, will be general manager and a stockholder in WGLS.

New 500 w Ohio Station Lists Staff Personnel

WHOK Lancaster, Ohio, which went on the air Oct. 9, has announced its staff personnel, headed by Joseph G. Rockhold, general manager. Hocking Valley Broadcasting Corp. is licensee of the station, which operates on 500 w, 1320 kc.

The staff includes: Bill Morgan, formerly with WHKC Columbus and WBEX Chillicothe, chief announcer; Bob Respess, with WCKY Cincinnati and WZIP Covington, announcer and continuity writer, and Bob Howard, previously with WOSU Columbus, announcer and sports director.

Commercial department is handled by Walter Waits and Don White, both from Lancaster. Charles Houston, formerly with WCOL Columbus, is chief engineer. Other engineers are Richard Roundhouse, who joined WHOK from WWSO Springfield, and Ralph Renner, from WARD Johnstown, Pa.

Coverage of 105 Miles Claimed for WTMJ-FM

LISTENERS within a radius of 105 miles of WTMJ-FM Milwaukee's new RCA 50 kw transmitter are getting "excellent reception," RCA Engineering Products Dept. announced last week.

The transmitter is located atop Richfield Hill, about 21 miles from downtown Milwaukee. Commercial operation with the new transmitter was launched on Channel 227 (93.3 mc) on Sept. 18. Phillip B. Laeser, chief engineer of FM and TV facilities at WTMJ said field intensity measurements indicate the transmitter's performance is more than meeting original estimates.

RACCOON RACKET
Animal With 'Sweet Tooth' Gets Fed at WUSN

WUSN Charleston, S. C., whose studios and transmitter are on the edge of a salt water marsh, had an unexpected visitor recently—a raccoon. In fact, after much persuasion and feeding of sweets, "Nosey" (that's what the WUSN staff has nicknamed him) has become practically a staff member.

There's an explanation for "Nosey's" unusual interest in WUSN, says B. M. Middleton, vice president and general manager. It's all very simple. "Nosey's" taste runs to Peter Paul Mounds and Royal Crown Cola, both of which are advertised on WUSN.

Mr. Middleton holds Royal Crown Cola bottle as "Nosey" drinks. J. Drayton Hastie (with pipe), WUSN commercial manager, helps welcome visitor.

Campus Station

KTCU, on the campus of Texas Christian U., Fort Worth, went on the air Nov. 13. Station will be on air Monday through Friday, 12-12:30, 6-7:30, and 10-11 p.m. Reception is limited to within 60 feet off the campus.

2 Million TV Sets Predicted for '49

PRODUCTION of television sets will pass 800,000 this year, and may exceed 2,000,000 units in 1949, Max F. Balcom, Sylvania Electric Products, president of Radio Mfrs. Assn., declared Monday night in an address opening the Town Meeting for Radio Technicians in Boston.

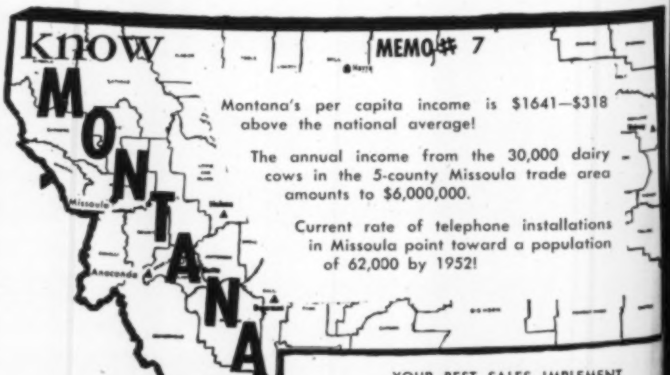
By the end of 1948 there will be "close to 1,000,000 television receivers in the United States," Mr. Balcom said. He cited production figures to illustrate his point that "television is on the way to becoming a big and profitable business for all concerned, including the radio technician who is prepared to do his share of it."

Dollar TV sales are high, he said, unit value ranging from $100 to over $4,000, with an average between $350 and $400. TV sets represented less than 4% of total set production in units, but over 23% in dollar volume during the first eight months of 1948, he explained.

Mr. Balcom said the servicing of home receivers, especially the new television sets, "is rapidly becoming a big business, and it will require well-trained technicians wh are familiar with the instrumen they are servicing and the mos modern techniques for detectin and correcting any trouble tha may develop."

Rural Air Training

A DISCUSSION on the importance of broadening college courses for agricultural workers by including more training in broadcasting techniques highlighted the 62d annual convention of the American Assn. of Land-Grant Colleges and Universities. About 650 persons attended the sessions held in Washington the past fortnight.



MEMO # 7

Montana's per capita income is $1641—$318 above the national average!

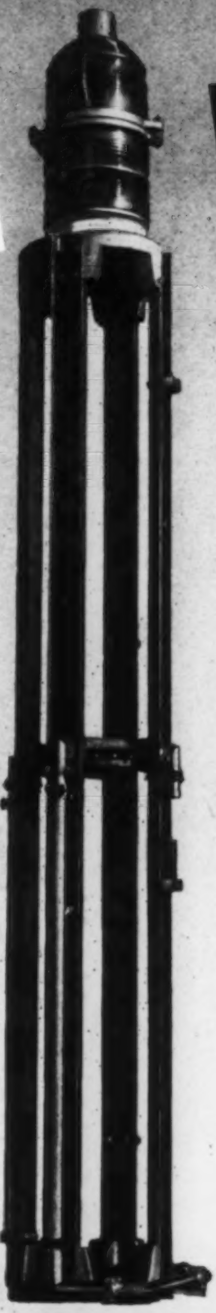
The annual income from the 30,000 dairy cows in the 5-county Missoula trade area amounts to $6,000,000.

Current rate of telephone installations in Missoula point toward a population of 62,000 by 1952!

YOUR BEST SALES IMPLEMENT IN MONTANA

The ART MOSBY STATIONS
CBS KGVO 5 KW DAY • 1 KW NITE MISSOULA
KANA ANACONDA BUTTE 250 W
KGFM GREAT FALLS 5 KW IN PROGRESS
MONTANA

PROVED
In the Winter of '47-'48



RAYTHEON FM ANTENNA

Tops everything for

- **HIGHEST GAIN.** 2.15 for 10′6″, single section* compared with nearest competitive gain of 1.5 for 13′6″ section.
- **LOWEST COST.** Less than anything approaching its performance and features.
- **EASY TO INSTALL.** Shipped pre-tuned to your frequency — no field adjustments — only one, simple, co-ax feed connection.
- **PERFECT RADIATION.** New "waveguide" radiation principle for perfect circular radiation — horizontal polarization.
- **NO ICING PROBLEM.** Feed elements completely enclosed by weather-proof radome — no de-icing equipment needed.
- **FULL POWER.** A single section will handle 10KW — available in single, double and four-section assemblies.
- **NO OBSOLESCENCE.** Add new sections for increased gain.
- **LOW WIND LOADING.** Simple, open, self-supporting structure — no protruding elements — offers lowest wind resistance.
- **PLUS MANY OTHER IMPORTANT FEATURES**

The new Raytheon Type RFW Antenna is your idea . . . built to answer countless requests for a better, less expensive, trouble-free FM antenna. It's available now! Get the whole story from your Raytheon representative today.

*RFW — A (88 — 97 MC.) — single section 11′6″.
RFW — B (97 — 108 MC.) — single section 10′6″.

RAYTHEON
Excellence in Electronics

250W—1KW—3KW—10KW

FM TRANSMITTERS

A complete line of FM transmitters featuring simplified circuit design, Cascade Phase Shift Modulation, direct crystal control and lasting economy with no obsolescence. Write for complete information.

RAYTHEON MANUFACTURING COMPANY

WALTHAM 58, MASSACHUSETTS

Complete AM, FM, TV Station Equipment . . . Microwave Relays

NEW ENGLAND
Raytheon Manufacturing Co.
Waltham 58, Mass.
WA. 5-5860, Ext. 622

CHICAGO 6, ILLINOIS
Warren Cozzens
Dan Forrest
227 West Adams Street
Ran. 7457

NEW YORK 17, NEW YORK
Henry J. Geist
60 East 42nd Street
MU. 7-1250

SEATTLE, WASHINGTON
Adrian Van Santen
135 Harvard Blvd.
Alder [illegible]

CHATTANOOGA, TENNESSEE
W. B. Taylor
[illegible]
[illegible]

DALLAS 2, TEXAS
[illegible]
[illegible]

SAN FRANCISCO 7, CALIFORNIA
Raytheon Manufacturing Co.
[illegible] Street
[illegible]-0475

WASHINGTON 4, D. C.
Raytheon Manufacturing Co.
739 Munsey Building
Republic 5897

[illegible]

WLAG Protesting Delivery Failure

WLAG LaGrange, Ga., has filed a protest with the Georgia Public Service Commission charging the Southern Bell Telephone Co. with failure to deliver proper line facilities ordered by the station. He has requested a "complete investigation."

Ed Mullinax, WLAG manager, reports that Southern Bell accepted a firm order for line facilities to City Park in Gainesville, Ga., for coverage of the Gainesville-LaGrange football game Nov. 12. This order, he states, was placed with the LaGrange office of Southern Bell Nov. 10, as the telephone company usually requires 48 hours advance notice for such special facilities.

When the WLAG remote crew arrived at the Gainesville football field it was discovered that the telephone exchange had not made arrangements for line service, although loops for two broadcast amplifiers which had been used on previous occasions were available.

Personnel at the Gainesville exchange stated that they did not have an order for the loop to the park and consequently if WLAG carried the game it "would have to take it from the Gainesville station." Through the cooperation of WGGA Gainesville, WLAG was able to carry the broadcast.

Contract to Bendix

BENDIX Radio Division of Bendix Aviation Corp. has been awarded a Navy contract for 12 ground control approach units, the Navy Dept. announced last Thursday. The units, to be built at the Bendix plant in Baltimore, Md., will cost $2.8 million. First is scheduled for delivery in August 1949. Approach units make up a radar system used to guide planes through fog or heavy weather to the airport runway and utilizes radar scopes and high freqency radio.

OPENING date postponed! KRTN, new station under construction at Raton, N. M., was only a week short of program tests when a guy wire of this 200-ft. tower parted. Station blames faulty erection for the loss which is estimated at approximately $2,500. KRTN is assigned 250 w fulltime on 1490 kc and is licensed to Southwest Broadcasters Inc., which also operates KFUN Las Vegas.

Charges From Poland Discounted by 'Voice'

A CHARGE that the "Voice of America" is utilizing "vile and mean methods" in broadcasts of its Polish-language programs has been discounted by the State Dept.'s International Broadcasting Division as "familiar but without foundation."

The accusation was voiced by a Polish Government spokesman, Brig. Gen. Wiktor Grosz. He told a news conference the "Voice" had "misrepresented" the facts by alleging pressure had been exerted on foreign correspondents who had signed a resolution protesting the death sentence of a journalist in Greece.

The "Voice" airs a daily half-hour program in Polish, comprising news, features and press and book reviews.

Power Cuts in Canada Resulting in Rebates

MAKE-GOODS or rebates are being offered advertisers on Canadian stations where electric power shortages have cost large slices of audience. The situation is especially bad in southern Ontario, and conferences were held at Toronto the entire week of Nov. 8-15 to set up policy on loss of audience rebates.

In a joint statement by E. A. Weir, for Canadian Broadcasting Corp., and T. J. Allard for Canadian Assn. of Broadcasters, policy on make-goods and rebates was announced, retroactive to Nov. 1, 1948. A working committee has been set up by CBC, CAB, Canadian Assn. of Advertising Agencies and Assn. of Canadian Advertisers. A firm of chartered accountants has been hired to assist in drawing up a formula.

BRADLEY URGES FRE TIME CLEARING SPOT

COMMUNITY clearing houses t sift requests for public service tim were recommended as the solutio to the broadcasters' problem b Roland Bradley, KJR Seattle pro gram director, during the U. o Washington's Conference on Pub licity Methods in Seattle Nov. 3-

Mr. Bradley pointed out that law of diminishing returns sets i when a station turns over its fa cilities to every organization want ing to make a public appeal. H emphasized that the stations wer happy to offer time for worthwhil civic drives and projects but re minded time-seekers that station have the privilege of selecting th types of programs which will bes serve the public interest.

$30,200 Jackpot

BIGGEST jackpot of the AB *Stop the Music* series—prizes val ued at $30,200—went to Mrs. Ed ward Easton, of Attleboro, Mass Nov. 14. Mrs. Easton correctl identified the program's "myster melody" over the telephone as "Th Minstrel's Return From the War, a ballad written in 1825 by Joh Hewett. The winner said she ha read the winning answer in a Bo ton newspaper.

Technical

FRANK SOMMERS, for past te years with NBC New York audio video engineering group, has trans ferred to KNBH (NBC) Hollywood, a television maintenance supervisor.

OLAF GABRIELSON, former chie engineer of Conroy stations in Wis consin and Iowa, has been name chief engineer of KFGO Fargo, N. D

JOHN B. HAUSLER, WGN Chicag engineering staff, and **FRANCIS MO CREIFF**, Standard Transcriptions, Ch cago, were married last month.

BOB KEELER, formerly on engineerin staff of WAOV Vincennes, Ind., ha joined WZIP Covington, Ky., as tec nician in charge of special broadcast

LESTER L. WEST, formerly wit WEXL Royal Oak, Mich., has bee appointed acting chief engineer WDET (FM) Detroit.

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Help Wanted

Managerial

Wanted—Capable station manager. Radio station located in Butte, Montana. Box 275, BROADCASTING.

Wanted—Experienced station manager for daytime station with FM. Splendid equipment. Full control. Salary plus commission. Write Box 218, BROADCASTING.

Station manager wanted by 250 watt old established AM-FM network outlet in medium sized market. Only experienced station manager with an all-around background capable of personal earnings in excess of five figures need apply. Give full background first letter including earning requirements. All replies strictly confidential. Box 155, BROADCASTING.

Salesmen

Excellent opportunity for aggressive, reliable salesman with NBC affiliate, Palm Beach area. Commission, drawing account, advancement. Write, wire, call C. L. Menser, WEAT, Lake Worth, Florida.

Needed—Topnotch salesman for southern MBS affiliate. Salary tops. Position open immediately to man that can produce. Some announcing, send disc and full particulars first letter. Box 264 BROADCASTING.

Salesman, by Virginia station in noncompetitive market. $65.00 weekly guarantee. Excellent opportunity in expanding organization. Box 260 BROADCASTING.

Aggressive radio time salesman for progressive ABC affiliate. Good salary plus commission. Give full details. Married man preferred. Replies confidential. KFRO, Longview, Texas.

Wanted — Salesman. No experience needed. Salary plus 15% commission. Mutual affiliate. William Kemp, KVER, Albuquerque, New Mexico.

Salesman—Man experienced in selling radio advertising and capable of taking on other executive duties. WKBH, La Crosse, Wisconsin.

Announcers

Combination announcer-operator wanted by progressive Pacific northwest station, high quality announcing necessary. Send disc, photo and full particulars first letter. Small market station paying top money for top man. KSRV, Ontario, Oregon.

News and special events man with top quality voice. Ideal working conditions with well established southeastern NBC affiliate. Box 270, BROADCASTING.

Combination man, first class ticket necessary, good voice essential. Position open at local network station, Charleston, South Carolina. Send full particulars and disc or tape. Box 280, BROADCASTING.

5000 watt, CBS affiliate, has opening experienced mature staff announcer. Education, good references paramount. J. D. Swan, WCAX, Burlington, Vermont.

Experienced announcer wanted for 250 watt Wisconsin NBC affiliate. Send audition disc and details to WSAU, The Milwaukee Journal station, in Wausau, Wisconsin. Starting weekly salary $47.50.

Wanted—Experienced announcer to fill program director position. Splendid opportunity. Contact T. M. Raburn, Jr., KGYN, Guymon, Okla.

Mutual affiliate needs topflight announcer. News, sports, ad-lib. Excellent working conditions. Apply KMOP, Plainview, Texas.

Combination announcer-engineer, with first class ticket, wanted by progressive network station. Start at $60.00. No students need apply. Submit audition disc to Doyle Osman, KXO, El Centro, Calif.

Announcer-engineer, not less than one year announcing, first class ticket holder. $50.00 weekly with increases if satisfactory. WEGO, Concord, N. C.

Help Wanted (Cont'd)

Announcer — Competent commercial man for 5 kw network affiliate northern New England. Permanent position for consistent, all-round man in good working setup. Your minimum and radio story in letter with disc, please. Box 196, BROADCASTING.

Announcer-engineer with emphasis on announcing wanted by regional AM-FM station in excellent section. Send full information. Top salary assured. WBBO, Forest City, N. C.

Announcer-writer, NYC unusual opportunity awaits matured man with a warm and intimate delivery. Knowledge foods preferred, talented team considered. Must have proven record. Give details of experience and salary required to start. Box 286, BROADCASTING.

Chief announcer: Heavy newscasting. Some programming $65 with commission incentive. No trainees or students. Apply only if you have definite ability and commercial radio background. NBC affiliate KVOL, Box 1070, LaFayette, Louisiana.

Technical

Experienced engineer-announcers, announcer salesmen. Northern New England. Interview Boston, Mass. State salary, details, disc immediately. Box 268, BROADCASTING.

Engineer-announcer and engineer, permanent positions, state qualifications, reference and salary requirements. WIKC, Bogalusa, La.

Wanted—Licensed operator for midsouth resort area. Must be sober and dependable. Contact Howard S. Caldwell, Chief Engineer, Radio Station WSTS, Southern Pines, North Carolina.

Southwest local network station wants working chief engineer. Small station dominating excellent market. Engineer does maintenance, remotes and control work in emergencies. Give full qualifications and salary expected. Send photo and family status. Box 312, BROADCASTING.

Production-Programming, others

Program director. Experienced only, for 250 watt network affiliate. Must have commercial ideas, good voice for air work, be able to supervise and get along with staff. Good salary. Box 258 BROADCASTING.

Situations Wanted

Managerial

Successful small station manager seeks future with regional (independent preferred). Wishes to manage with option to buy interest. Experienced and active in all departments. Young and energetic. Box 202 BROADCASTING.

Manager—Salary secondary to working and living conditions. Ten years manager network affiliate plus ten as program director, newscaster, musician, etc. University graduate. Some capital. Excellent references. Interview possible. Available short notice. Might consider allied field or good program directorship. Box 160, BROADCASTING.

General manager with 22 years overall experience, desires change to midwest. Proven management success backed by excellent sales record and well founded programming experience. Civic minded. Family man. Can be available in thirty days. Personal interview preferred. Box 277, BROADCASTING.

General manager available, sober, family man. Fifteen years experience construction and operation. Top record, references. South only. Box 72, BROADCASTING.

Attention California, southwest! New York director and producer must move to sunshine. Twelve years radio knowledge and showmanship used on CBS, ABC, and MBS. Available as manager or program manager with authority. Must offer permanency, opportunity and reasonable salary. Box 282, BROADCASTING.

Mr. Station Owner! Cut your executive payroll with this combination manager-sales manager-program and promotion director. Fourteen years experience. Highest trade references. Box 287, BROADCASTING.

Situations Wanted (Cont'd)

Manager—Thoroughly experienced all branches radio seeks management midwest 250 watter. Knows how to build programs that sell and then sell them. Must be well financed and permanent. Box 311, BROADCASTING.

Station manager and staff: Immediately available, experienced staff nucleus to take over station operation and make it pay. Harmonious team, proven by actual operational experience. Box 310, BROADCASTING.

Manager available January 1st. 17 years experience in all phases. Excellent record. Age 36, married, sober, ambitious. Right organization will profit under my direction. Reply Box 307, BROADCASTING.

Manager available February first. Won't bite on hunting, fishing and scenery pitch. Aggressive ownership willing to give free hand to executive ability and careful business management is what I seek. Thorough agency and station background. Married and children. Active community projects. Twenty-three years sound experience. Now with western station with knowledge of this advertisement. Will arrange personal interview with reliable owners. Box 309, BROADCASTING.

General manager: Ten years experience all phases radio. Strong on sales and community service. Best recommendations. Consider program directorship midwest. Box 298, BROADCASTING.

Commercial manager—salesman: Experienced sales manager available near future. Successful record as manager—commercial manager six stations. Desires to specialize in sales work. Market must be good enough guarantee minimum $100 weekly. Reply Box 294, BROADCASTING.

Salesmen

College graduate, experienced radio sales, wants position with station in live market. Write Box 257 BROADCASTING.

Time salesman who can write continuity, do occasional announcing and do top promotion, desires to move south or west of New England. Box 300, BROADCASTING.

Announcers

Cat of the kitty league—Two years experience play-by-play. Want chance to prove ability in class A or B. Top references. Write or wire Dick Unger, WENK, Union City, Tenn.

Announcer—Married veteran, graduate of radio school, desires permanent position. Experience short, ambition long. GI eligibility. Box 278, BROADCASTING.

Seasoned announcer, production man, now employed in major southeastern market, considering change. Married, 26, well educated and thoroughly experienced in personality disc, news and interview shows. Minimum consideration with talent, $80 per week. Interview can be arranged. Box 276, BROADCASTING.

Three in one! (This is no oil) Announcer, actress, copywriter. Experienced, energetic, creative. Travel, single, available now. Box 273, BROADCASTING.

Announcer — Graduate Radio Drama Workshop. Married veteran. Will travel. Got the ambition, need the experience. Disc available. Box 271, BROADCASTING.

Good announcer—But you decide for yourself. Let me sell you on myself in person within 250 miles of NYC. Beyond 250 miles send for disc. Box 261 BROADCASTING.

Announcer, experienced in all phases. College graduate, single, 26. Disc on request. Box 262 BROADCASTING.

Announcer, 25 single. Fully experienced. College trained. Interested in progressive station with opportunity for advancement. Prefer midwest. Disc and photo on request. Box 259 BROADCASTING.

Play-by-play, specialty basketball, full knowledge all sports, all-round announcer. Three years experience. Excellent references. Box 263 BROADCASTING.

If you want an announcer with clear, deep voice—loyal and sincere in his work with training in radio writing, production wire or write for audition. James M. Gilliam, Box 378, Scappoose, Oregon.

Staff announcer, single, veteran, 22, thoroughly trained, seeking opportunity. Wisconsin resident. Box 267 BROADCASTING.

Announcer — Experienced, capable, newscaster, disc jockey, console operation. All offers considered. Live audition within two hundred mile radius. References. William Hunt, 2715 W. Division Street, Chicago, Illinois.

Situations Wanted (Cont'd)

Newscaster - announcer, A-1 exper enced. Good authoritative voice an delivery. New England only. Box 28 BROADCASTING.

Vet, single, 6 months experience Graduate leading radio school. References, disc upon request. Box 20 BROADCASTING.

Announcer — Versatile, knowledge languages. Inexperienced. Acting expe rience. Only personal, phone audition Box 198, BROADCASTING.

Announcer-program director. Expen enced news, music, remotes, board West coast preferred. Available De cember 14. Presently employed. Bo 188, BROADCASTING.

Announcer—3 years experience. Ex cellent knowledge programming-pro duction. Presently employed. Box 12 BROADCASTING.

Announcer, can write continuity an handle most any kind of show. Prefer the middlewest. Disc and photo on request. Box 281, BROADCASTING.

Sportscaster. Available immediately Completely capable in all sports, play-by-play and resume. Three years ex perience as sports director. Sponsored by national product. Top record References. Box 283, BROADCASTING.

Combination announcer-engineer. Wi go anywhere. Box 291, BROADCASTING.

Announcer-salesman wants good posi tion on or before first of year. Three years experience all phases of radio B.A. Degree. Box 293, BROADCASTING.

Station spice: Woman commentator university graduate, experienced i children's and women's programs, spe cial events, continuity and traffic Prefer south, southwest. Box 29 BROADCASTING.

Experienced announcer: Good voic All record shows, news, sports. Singl Available 200 mile radius NYC B 303, BROADCASTING.

Announcer, 2 years experience. Spor news, commercials and disc jock shows. Operate console, married ve eran. Box 130, BROADCASTING.

One moment please! Announcer, cop writer, distinctive voice, prolific ide one year experience. Single, 24, avai able, immediately. Box 206, BROAD CASTING.

Experienced announcer wants positi progressive station anywhere. Single Age 30. Modest requirements. Box 31 BROADCASTING.

Announcer: Single, sober veteran, fre to travel. Garduate of the School Radio Technique, Radio City, RK Building, New York. Experienced reading commercials, newscasting, na rations, and record shows. Experience in microphone technique. No floate Box 314, BROADCASTING.

Technical

New York vicinity. Desire week-en or night employment in station fif mile vicinity of New York while a tending television school. Eight yea fifty kw stations. Twenty months Si nal Corp. Eighteen months Mercha Marine. First class telegraph and tel phone licenses. Box 265 BROADCAST ING.

Engineer, first phone, 2 months exp rience, 250 watt AM. Desires positi in south. Box 274, BROADCASTIN

Chief Engineer desires position w progressive station. Six years in rad including construction of two 1 kw st tions. Married, have car. Box 2 BROADCASTING.

First phone operator, 15 months with kw station. Reliable, conscientio single, no drifter. Box 254, BROA CASTING.

Engineer — Experienced, control, r motes, xmitter, recording apparat Commuting distance NYC. Box 2 BROADCASTING.

Well known chief engineer offers se ices on a permanent basis as chief engineer or as technical director station with immediate TV plans. Ov 20 years experience in AM, FM, with an outstanding record of des and construction. Interested in inve ment. Available January first. Box 2 BROADCASTING.

Chief engineer, AM and FM instal tion. Eight years 250 watt to 5 k Married. Box 194 BROADCASTING

Experienced first class operator A and FM desires good connection w midwest station. Available at on Jeff Rice, Jr., 706 W. Central, Bento ville, Arkansas.

Situations Wanted (Cont'd)

Combination man. One year experience with 250 watt independent. Chief last six months. Available Dec. 1. Will go anywhere. Write or wire Box 714, Worland, Wyoming.

Licensed engineer, transmitter and studio experience, non-drinker, references, wants work in southwest. Box 306, BROADCASTING.

Intelligent and efficient young woman, age 22, 5', 110 lbs., first class radio phone license, television training, 2 years experience in AM-FM station as control room and transmitter operator. Can operate console, sound mirror, wire recorder and associated control room equipment, disc recording, spin platters, etc. Would welcome opportunity in progressive AM, FM, or TV station. Address replies to Box 272, BROADCASTING.

Attention new stations: One kilowatt or higher. If you want smooth operating personnel, here are four disgusted engineers and three frustrated announcers who desire to continue working together. Experienced on AM and FM. Reply Box 289, BROADCASTING.

Engineer, 24, single, veteran, four years experience, first class license, desires permanent position midwest or west. Available without car after two weeks notice. Box 308, BROADCASTING.

Production-Programming, others

Photographer — Topnotch newspaper and publicity experience. A-1 cameraman. Now doing photo publicity for nationally known radio shows. Has own camera. Box 284, BROADCASTING.

Program director, production manager, newscaster, disc jockey, announcer. Twelve year AM, FM background. Production experience in drama, music (classical, popular). Box 256 BROADCASTING.

Change desired. Experienced woman's commentator and copywriter. Presently employed. College and thorough radio background. Interested in more creative work. Box 266 BROADCASTING.

Program director-announcer-salesman, seeking change in capacity of program director, salesman or news director and caster. Set disc and letter talk. State financial arrangements and potential in first letter. Will arrange interview when possible. Box 185, BROADCASTING.

Sales — program promotion — Experienced sales-program promotion man available very near future. Successful record in all phases radio. Sales promotion work known throughout industry. $100 to $150 weekly required, dependent opportunity advancement. Reply Box 295, BROADCASTING.

Combination promotion and newswriter for medium or small station. Young, married. Starting salary $180. Write Rt. 4, Box 660 F, Duluth, Minn.

Texas only! Program director and combination commercial man. Excellent background, years of practical experience. Box 304, BROADCASTING.

Farm director with national reputation. Experienced all phases farm broadcasting and rural relations. Top recommendations midwest. Box 299, BROADCASTING.

Television director. Theatre, radio, TV background. Will travel. Now in ST. $5000. Box 292, BROADCASTING.

Program director—Six years experience in all phases of radio. Finest network references. College graduate. Presently employed in Chicago radio. Box 290, BROADCASTING.

Situations Wanted (Cont'd)

Television program director or director. Solid TV training. Six years' radio, stage, film. Age 26. If you're on air now or will be soon, send for resume. Box 285, BROADCASTING.

Employment Service

Attention: Combination men with 1st class tickets. Immediate jobs available throughout the country. For further information write National Radio Employment Agency, 1653 N. Cherokee, Hollywood 28, California.

For Sale

Stations

For sale—Only to reliable party 250 watt station city of 40,000. Network affiliate south central group. Box 216, BROADCASTING.

Equipment

For sale—One kilowatt Western Electric transmitter 353 El. Price $4500.00 Immediate delivery. Charles W. Winkler, Chief Engineer, WDGY, Hotel Nicollet, Minneapolis 1, Minnesota.

One Gates model 31 console, complete with power supply and tubes, wooden cabinet. In perfect condition, unused except occasional emergency service. $900. WKBY, Paducah, Ky.

Coaxial transmission line—760 ft. 3⅛" com. products line, new and in original cases $3.50 per foot f.o.b. Kansas City, Missouri. This is a savings of approximately $.50 per foot. Also hangers, etc. are available. John A. Costelow Co., Inc., 125 Kansas Avenue, Topeka, Kansas.

Western Electric 54A eight-bay cloverleaf antenna. Contact Chief Engineer, WHB, Scarritt Bldg., Kansas City, Missouri.

One self-supporting Lehigh structural steel tower for 250 watt station. Just painted and completely lighted. Weight about 7,000 pounds. Located on 7 story building. State best offer. Will have to dismantle. Box 255 BROADCASTING.

For Sale—Presto model Y portable recording turntables with 5C cutters—no playback arms. $435 takes both. WJTN, Jamestown, N. Y.

Towers—Two 200' self supporting, base insulated, galvanized, heavy Blaw-Knox towers. Excellent condition. Dismantled and ready to ship, $1250 each. WREN, Topeka, Kansas.

New latest model FM transmitter 10 kw complete with frequency and modulation monitor plus 4 bay antenna. 500 ft. of 3⅛ coaxial line with fitting. Write Ray Host, Chief Engineer, Midwest Broadcasting Company, 723 N. 3rd Street, Milwaukee, Wisconsin.

Four bay RCA pylon antenna—170'. Lehigh tower—260', 3⅛" transmission line, clamps, dehydrator. Four tower lights, beacon, flasher, everything new. WNLC, New London, Connecticut.

For sale: One Presto model Y-4 portable recorder. P.A. unit practically new. One model K-8 portable recorder-playback, used 6 months. Make offer. Engineering Department, Radio Station KALL, Salt Lake City, Utah.

New in original carton RCA 44 BX microphone. Never used. Make offer. Box 296, BROADCASTING.

For sale—Truscon shunt Fed 194' tower, dismanteled at Union, N. J. $1500. WNJR, Newark, N. J.

For sale—RCA pylon antenna, 4 section, type BF-14B in perfect condition. Save $1000. Box 306, BROADCASTING.

National Radio Employment Agency
1655 N. Cherokee St.
Hollywood 28, Calif.

Dear Station Manager:

"Necessity is the Mother of Invention." The radio and television industry has long needed a placement service which specialized in interviewing and screening radio personnel.

The National Radio Employment Agency was created for that purpose. The founders of the agency are former radio men who have been active in the field for many years and understand your personnel problems.

We do a complete screening job for you so it is no longer necessary for you to take the time to interview hundreds yourself. Whatever your personnel needs, you can choose from applicants qualified for the position.

When we send a resume and audition disc to you, you have the assurance that all references and auditions have been thoroughly checked.

There is no charge to you for this service. Write today for full particulars. MAKE US YOUR OFFICIAL PERSONNEL MANAGER.

Sincerely
National Radio Employment Agency

P. S.: Write, wire or phone HUdson 2-3283

Wanted to Buy

Hard working experienced manager interested buying half small station, South. Sales, announcing, writing. Cash terms. Arrange now, change after 1st of year. Box 996, BROADCASTING.

Miscellaneous

Persons interested in establishing New Jersey AM station, contact Box 302, BROADCASTING.

Help Wanted

Announcers

Chief Announcer for 20 kw FM station. Knowledge programming, newscasting, classical music, foreign languages. Splendid opportunity for qualified candidate. $300 to start. Write WFLN, 512 Real Estate Trust Building, Philadelphia 7.

Situations Wanted

Technical

Engineer with pioneer TV station experience seeks position with increased responsibility and greater opportunity. Well qualified to plan installation, organize and train technical staff and maintain top quality TV operations. Box 288, BROADCASTING.

Production-Programming, others

WANTED

Jobs for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly grounded in ALL phases of radio broadcasting by Hollywood's outstanding professionals!

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HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

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Station

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New Station
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Recording "WOW" or timing troubles?? Use a 1/50th H. P. Hysterisis absolute sync motor 1,800 RPM on your tape or disc equipment. Soundmirror mounting plate provided and motor shaft ground to correct diameter for 7½ inch tape speed. Immediate delivery. $31.50.

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North Hollywood, California

Miscellaneous

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Sterling 4341-2

DALLAS
Philip D. Jackson
Tower Petroleum Bldg.
Central 1177

SAN FRANCISCO
Ray V. Hamilton
Russ Bldg.
Exbrook 2-5672

News

EVERETT HOLLES, news editor of WBBM Chicago, is writing a book on the subject. "What's Your Vote Worth?," which will be published "a year or so before the next presidential election."

BOB WILSON, formerly with KWGB Goodland, Kan., joins KAYL Storm Lake, Iowa, as sports director.

ROBERT E. ROGERS, former news editor at WMAN Mansfield, Ohio., joins WSRS Cleveland Heights, Ohio, as news director.

PAUL FREES replaces **HAL MARCH** as dramatic reporter on ABC *Newsweek Looks Ahead*. Mr. March resigned because of other commitments.

DREW PEARSON, ABC commentator, received an honorary Doctor of Humanities from William Jewell College, Liberty, Mo., for his "efforts on behalf of democracy."

CHARLES R. BAKER has been appointed news editor of WKRM Columbia, Tenn.

FRANK TOAL, former sports editor of WFMD Frederick, Md., has joined WARD-FM Johnstown, Pa. He will broadcast all play-by-play games for that station, and will do a daily news broadcast from Sears Department Store.

ROY FREEMAN, in radio 20 years, has resigned as farm service director of WLBH Mattoon, Ill., to join firm of Henry Waltrip, International Harvester dealer, Tuscola, Ill.

JOHN KEYS, assistant manager of press department at NBC's Central Division, has adopted a boy, Jonathan Gill.

ADVERTISEMENT—

AN OPEN LETTER TO NATIONAL ADVERTISERS AND ADVERTISING AGENCIES.

When Ken Godfrey spoke for the AAAA at the recent FMA Chicago Convention, he presented a very factual story of the agency reaction to FM Advertising. The most important feature of his talk was the fact that the Agency and Advertiser wants and needs more factual information on Market Data and the selling impact of FM.

To learn how potent FM is as an advertising medium by itself you must use exclusive FM stations that have become established in their communities. The use of AM-FM duplicating stations will *never* give you the answer.

Our FM only stations in two of America's greatest markets, KOZY (FM) in Kansas City and WASH (FM) in Washington, D. C., are two stations on which you can test FM at fair rates and know that the results you get were derived exclusively on FM.

If you want the FM answer, write us for rates.

WIDE USE of glass and window-walls is featured in new studio building of KGBX Springfield, Mo. Besides studios and a spacious lobby with indoor garden, the building contains nine rooms. KGBX, 5 kw NBC outlet on 1260 kc, has been in the new quarters since Oct. 26. Station is operated by Springfield Broadcasting Co., with J. Gordon Wardell as general manager.

'THEY JUST FIDDLED'

Early Experience with Two of Radio's Great Recalled by Washington Businessman

A CHANCE meeting in the early 1920's with a handful of radio's illustrious figures of the future is not likely to be forgotten by Mark Lansburgh, a radio fan from 'way back and today vice president of Lansburgh & Bro., Washington, D. C., department store.

Mr. Lansburgh professes he is hazy as to exact dates, but history places his little-known experience in 1922 when then Secretary of Commerce Herbert Hoover called one of the earlier of four radio conferences at the Wardman Park Hotel, Washington, to discuss the industry's multifarious problems.

Mr. Lansburgh's department store had established what he claims as the first radio merchandising department in Washington and business "was mostly one of parts and variable condensers."

In the background, discussion was to reach fever-pitch on a proposed White Bill governing radio legislation (to supersede the old 1912 Wireless Act), and on the reluctance of Congress to act on the bill at Mr. Hoover's suggestion. (The future President was to be acclaimed as radio's champion in succeeding years.)

Mr. Lansburgh, who attended the conference, recalls finding himself among a group of men after the meeting. He told them that reception on his RCA Radiola Grand was faulty after 10 p.m. due to interference from the Navy's station in Arlington, Va.

Using an arc transmitter the Navy would air time signals, then launch into dot-and-dash for ships at sea, Mr. Lansburgh informed the group. He could get only WCAP, the Telephone Co. station, he said.

Three men in the group glibly told Mr. Lansburgh he didn't know how to tune the set. Two of them confidently set off for his home to prove it.

According to Mr. Lansburgh, with a glint of amusement in his eyes, "they fiddled and fiddled" but had the same trouble. Looking back, the department store official mused that he didn't think the cause of interference was determined until later years when the Navy switched from an arc to a tube transmitter. The arc had been rebroadcasting down the Arlington towers on a harmonic.

Radio later was to obtain some adequate legislation governing frequencies after Mr. Hoover had reassigned wave lengths for broadcasting stations in 1923 before the avalanche of frequency-seekers.

President Harding, who instructed Mr. Hoover to supervise the conferences, was to die in 1923, while the latter was to attain the Presidency.

And what of the two men who "fiddled" with Mr. Lansburgh's set? One was general manager of RCA (formerly with American Marconi Co.), and the other had a five-watter in Cincinnati. Mr. Lansburgh is wondering now if RCA's David Sarnoff and Powel Crosley Jr., founder of Crosley Radio Corp. and first licensee of WLW, remember the incident about 26 years ago.

WBCC Gets Award

WBCC Bethesda-Chevy Chase, Md., is to receive the Oliver Owen Kuhn Memorial Cup for the greatest contribution during 1947 to the orderly development of Bethesda as a high-class residential community. Bethesda Chamber of Commerce voted the award to WBCC Nov. 15, with presentation to be made at the December meeting.

AP Radio Groups In 3 More States

AP BROADCASTERS' associations have been organized in three mor states, Arkansas, Ohio and Oregon

Leon Sipes, manager of KEL El Dorado, was elected presiden and Al Godwin, manager of KFPW Fort Smith, vice president of th Arkansas AP radio members' grou at a meeting held Nov. 14 in Littl Rock. Named directors were: San Anderson, KFFA Helena president Jay P. Beard, KBTM Jonesbor president, and Bob Choate, KWF Hot Springs manager.

The Arkansas association also selected a "continuing study" committee headed by Paul King, KARK Little Rock news editor. Committeemen, besides Mr. King, are: Te Rand, KDRS Paragould manager Deno Nichols, KLRA Little Roc news editor; Pat Garner, KFPW news editor, and W. F. Deaton KVRC Arkadelphia news editor.

Ohio AP radio members, meetin Nov. 13 at Columbus, electe Vernon A. Nolte, general manage of WHIZ Zanesville, chairman Other officers are: Al Parlin, WTO Toledo, and Fred Brophy, WHI Dayton, vice chairmen; Walte Furniss, WCOL Columbus, treasurer, and Burdette T. Johns, chi of Ohio AP bureau, secretary.

Executive committee named b Mr. Nolte to work with the officer includes: Richard Borel, WBNS Columbus; Ed Parsons, WRFI Worthington; Al Albinger, WCOL Ed. Wallace, WTAM Cleveland Tom McCarthy, WKRC Cincinnat and Robert M. Beer, WATG Ashland.

Ted Cooke, program director o KOIN Portland, was elected chairman of the Oregon AP radio members' group at a meeting held No 8 at Portland. Floyd W. Lansde AP bureau chief for Oregon, wa designated secretary.

Mr. Cooke announced that h would appoint committees to stud AP operations in Oregon and t perfect liaison with the AP broadcasters' group in Washington.

1
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It takes four — the four audiences guaranteed by WBNX—English, Yiddish, German, Italian—to cover ALL New York.

Thus, WBNX, New York's four-star station, fits the needs of *all* listeners . . . reaches all the people you want to sell in this multi-language area.

FCC Actions

(Continued from page 79)

vember 17 Applications . . .

ACCEPTED FOR FILING

Assignment of License

KUGN Eugene, Ore.—Assignment of ense from C. H. Fisher and B. N. illips d/b as Valley Bcstg. Co. to UGN Inc.

KORN Fremont, Neb.—Assignment license from Island Bcstg. Co. to ker Newspapers Inc.

RQN Vidalia, Ga.—Assignment of ense from M. F. Brice, W. O. Davis, Ledford and R. W. Sockwell d/b Vidalia Bcstg. Co. to M. F. Brice R. E. Ledford d/b as Vidalia g. Co.

Modification of CP

LOU Louisville, Ky.—Mod. CP new station for extension of comple- date.

VNJ Newark, N. J.—Same.

License for CP

OKX-FM Keokuk, Iowa — License over CP new FM station.

TH-FM Baltimore—Same.

Modification of CP

EY Fresno, Calif.—Mod. CP new station for extension of comple- date.

LAQ-FM Rome, Ga.—Same.

JIZ Hammond, Ind.—Same.

BSM New Bedford, Mass.—Same.

KNE-FM Keene, N. H.—Same.

SLB-FM Ogdensburg, N. Y.—Same.

HIZ-FM Zanesville, Ohio—Same.

JAR-FM Providence, R. I.—Same.

CAC Anderson, S. C.—Same.

RVB Richmond, Va.—Same.

TNT Tacoma, Wash.—Same.

RVC Norfolk, Va.—Mod. CP new station change ERP from 7 to 8.1 change trans. site.

License Renewal

OCS-FM Ontario, Calif. — License ewal FM station.

TENDERED FOR FILING

Transfer of Control

GIL San Fernando, Calif.—Transfer ontrol to J. G. Paltridge.

Assignment of License

WBTH Williamson, W. Va.—Assign- et of license from Williamson stg. Corp. to Mingo Bcstg. Corp.

Modification of CP

WSVS Crewe, Va.—Mod. CP change m 650 kc to 800 kc, using 1 kw D.

vember 18 Decisions . . .

BY COMMISSION EN BANC

FM Authorizations

Granted CP new Class B FM station; nted CP new Class B FM station viously CG only, and issued CPs six other FM outlets for changes in lities (See story this issue).

Modification of STA

AGA-TV Atlanta, Ga. — Granted STA for operation with 18 kw and 9.37 kw aur. ERP.

License Renewal

WMV Twin Falls, Ida.—Granted re- al of license for period ending 1, 1951. Granted consent to ac- ition of control from Radio Sales p. to Franklin V. and Velma A.

HYU Newport News, Va.—Granted ewal of license for period ending 1, 1951.

Extension of License

WORL Boston—Adopted order ex- ding authority to operate under p. license to March 1, 1949, pro- ded that WORL may make applica- for further extension of temp. ense pending showing it is proceed- diligently in prosecution of its peal.

Renewal of License

WMDD Fajardo, P. R.—Granted re- wal of license for period ending g 1, 1951.

Acquisition of Control

WBSR Pensacola, Fla.—Granted vol- tary acquisition of control of Es- mbia Bcstg. Co. by transfer of 10% shares from Kirke M. Beall to Ruth aden (who already owns 50%).

Assignment of License

WATO Oak Ridge, Tenn.—Granted sent to assignment of license to ATO Inc., new corporation which ll be owned 80% by assignor stock- lders.

Relinquishment of Control

KCBC KCBC-FM Des Moines, Iowa—anted relinquishment of negative trol of Majestic Bcstg. Co. from es H. Johns, June Smith Johns, rge P. E. Caesar Jr., Claudia U. Caesar and Myles H. Johns and June Smith Johns, trustees, to Victor M. Harding and Daniel M. Schuyler, trustees, and Karl Peters and Helen U. Peters.

Transfer of Control

KVGB Great Bend, Kan.—Granted transfer of control from R. C. and M. F. Russell, to Helen Townsley Coogan, Will Townsley Jr. and Russell T. Townsley.

Assignment of License

WHBO Sulphur Springs, Fla.—Granted voluntary assignment of license from Harold A. Dunlap and James D. Sinyard to Harold A. Dunlap and Harry J. Dunlap for $25,000. (BAL-765)

KXRJ Russellville, Ark. — Granted voluntary assignment of license of KXRJ from Clyde R. Horne and Jerrell A. Shepherd, partnership, to new corporation, Valley Bcstrs. Inc. in which two assignor partners will each hold 40% interest.

Assignment of Permit

KCHE El Reno, Okla.—Granted assignment of permit from C. C. Woodson, J. T. Carlisle and Ross K. Prescott, partnership, to partnership in which Woodson and Prescott will own 50% each, for $1,750.

Assignment of License

KTAE Taylor, Tex.—Granted assignment of license from Graham Gillis Conoley, Dr. Raymond Garrett and Ross K. Prescott to new partnership composed of Conoley, Garrett and K. L. McConchie for $10,000.

Argument Set

Scheduled oral argument on Jan. 17, 1949, in matter of amendments of Sect. 3.35, 3.240 and 3.640 of rules and regulations relating to multiple ownership of AM, FM and TV stations.

License Renewal

WFUV New York—Granted renewal of license of noncommercial educational FM station for period ending Sept. 1, 1949.

November 18 Applications . . .

ACCEPTED FOR FILING

AM—920 kc

KFNF Shenandoah, Iowa—CP increase power on 920 kc from 500 w-N 1 kw-D to 5 kw-DN, install new trans. and DA-DN (DA-2) and move trans. and studio sites from Shenandoah to Lincoln, Neb.

AM—1230 kc

WHSY Hattiesburg, Miss.—CP change from 250 w D on 1220 kc to 250 w unl. on 1230 kc.

Modification of CP

WSVS Crewe, Va.—Mod. CP make changes in ant. and mount FM ant. on AM tower, to change frequency from 650 kc to 800 kc.

License for CP

WKJF Pittsburgh—License to cover CP new FM station.

WHBL-FM Sheboygan, Wis.—Same.

KTRN Wichita Falls, Tex.—Mod. CP new AM station for extension of completion date.

Modification of CP

WROK-FM Rockford, Ill.—Mod. CP new FM station to change ERP to 16.2 kw, ant. height above average terrain to 303 ft. Also mod. CP changes in FM station for extension of completion date.

WBCM-FM Bay City, Mich.—Mod. CP new FM station for extension of completion date.

WBCO Detroit—Same.

WMUR-FM Manchester, N. H. — Same.

WJZ-FM New York—Same.

WAYS-FM Charlotte, N. C.—Same.

WFMJ-FM Youngstown, Ohio—Same.

WEST-FM Easton, Pa.—Same.

WHAT-FM Philadelphia—Same.

WCAU-FM Philadelphia—Same.

WAGC-FM Chattanooga, Tenn. — Same.

WRVC Norfolk, Va.—Same.

KFMV Los Angeles—Same.

KVME Merced, Calif.—Same.

WLAG-FM La Grange, Ga.—Same.

WNEX-FM Macon, Ga.—Same.

WTOC-FM Savannah, Ga.—Same.

Assignment of CP

KUGN-FM Eugene, Ore. — Assignment of CP from C. H. Fisher and B. N. Phillips d/b as Valley Bcstg. Co. to KUGN Inc.

TV—204-210 mc

Rockford Bcstrs. Inc., Rockford, Ill. —CP new commercial TV station, Chanel 12 (204-210 mc), ERP 30.1 kw vis. 15.9 kw aur. AMENDED to change ERP to 38.7 kw vis. 14.35 kw aur., change trans. site.

TENDERED FOR FILING

Modification of CP

KXOC Chico, Calif.—Mod. CP increase power from 1 kw unl. to 1 kw-N 5 kw-D DA-N, on 1150.

Transfer of Control

WFYC Alma, Mich.—Transfer of control to Merle E. Rhoads.

APPLICATION DISMISSED

AM—1230 kc

KARV Mesa, Ariz.—CP change from 1300 to 1230 kc (Contingent on KPHO being granted change of facilities) DISMISSED Nov. 16.

FCC BOX SCORE

Summary of Authorization, Applications,
New Station Requests, Ownership

SUMMARY TO NOVEMBER 18

Class	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM STATIONS	1,827	273 [1]		555	299
FM STATIONS	194	728 [2]	68 [3]	84	32
TV STATIONS	7	116 [4]		312	182

[1] 60 are on air; [2] 455 are on air; [3] 19 are on air; [4] 39 are on air. All licensed stations also are operating.

TV APPLICATION

Norfolk, Va.—Larus & Bro. Co. Inc., Channel 13 (210-216 mc), ERP 30.2 kw visual, 15.1 kw aural, antenna height above average terrain 292 ft. Estimated cost $293,000, first year cost of operation $100,000, revenue unknown. Application is licensee WRVA Richmond, permittee WRVA-TV that city, and permittee of FM stations WRVB Richmond and WRVC Norfolk. Filed Nov. 15.

AM APPLICATION

Brownfield, Tex.—John Blake and Marshall Fromby d/b as Blake and Fromby Broadcasting Co., 900 kc, 250 w, daytime. Estimated cost $24,222. Mr. Blake, 75% owner, and Mr. Fromby, 25% owner, each hold 50% interest in KPAN Hereford, Tex. Filed Nov. 15.

AFCCE FORMED

Jansky Heads Engineers' Group

FORMATION of the Assn. of Federal Communications Consulting Engineers, in which consultants will work jointly toward a solution of common problems, was announced by leaders of the group last week [CLOSED CIRCUIT, Oct. 25].

The association is composed of 26 members headed by C. M. Jansky Jr., Washington consultant, and circularization for additional members and associates has just been started.

Other officers include Glenn D. Gillett, vice president; Andrew D. Ring, secretary, and George C. Davis, treasurer, with the following additional executive committeemen: Frank G. Kear, James C. McNary, Joseph A. Chambers, and John Creutz.

Group's Objects

The object of the association is "to aid and promote the proper federal administration and regulation of the engineering and technical phases of radio communication, to uphold the honor and dignity of engineers before the FCC, and to provide for the mutual improvement and social intercourse of the members of the association."

The group was represented in FCC's recent general mobile services hearing to ask for frequencies which can be used by consulting engineers for mobile radiotelephone circuits to assist in field work.

Mr. Gillett

Mr. Jansky

Similar appearances in other FCC proceedings in which the association feels it can be of assistance will be a regular part of the group's activities.

The initial members have set up a Constitution and by-laws and Canons of Ethics to guide the professional conduct of members.

Two membership categories have been established: (1) active, composed of consulting engineers who are heads of firms, and (2) associates, who are otherwise identified with engineering practice before the Commission.

Mr. Davis

Mr. Ring

Members to date, all in the active category, are Stuart L. Bailey, John H. Barron, Clyde H. Bond, Lester H. Carr, Joseph A. Chambers, John Creutz, Ronald H. Culver, George C. Davis, Everett L. Dillard, Millard M. Garrison, Glenn D. Gillett, Paul F. Godley, C. M. Jansky Jr., Frank G. Kear, Robert L. Kennedy, Worthington C. Lent, George M. Lohnes, Frank H. McIntosh, James C. McNary, Russell P. May, E. C. Page, William E. Plummer, A. D. Ring, James O. Weldon, Herbert L. Wilson, and Grant R. Wrathall.

Annual meetings, including election of officers, will be held each April.

At Deadline . . .

ATTEMPT TO SELL STATION SOON AFTER GRANT ALLEGED

NORTHWESTERN Ohio Broadcasting Corp. was trying to sell its Lima (Ohio) FM and AM stations 21 days after getting AM grant, Sky Way Broadcasting Corp. of Columbus, Northwestern's rival in AM case, charged in petition filed with FCC Friday.

Sky Way, currently appealing AM case [BROADCASTING, Nov. 15], told FCC that Horace Crew of William P. Zinn & Co., property brokers and consultants, approached Sky Way President Gustav Hirsch on Nov. 11 and said his firm was authorized by Northwestern to sell its AM and FM properties. Asking price, Sky Way said, was $385,000. Northwestern FM station, WIMA-FM, has been operating since last summer; AM station, authorized Oct. 21, reportedly is on equipment tests.

Petition, filed by Marcus Cohn of Washington firm of Cohn & Marks, charged Northwestern was guilty of "frauds and deception" upon FCC. It asked revocation of Northwestern CP (1150 kc, 1 kw) and reinstatement of Sky Way application (1150 kc, 5 kw day, 1 kw night). FCC Comr. Robert F. Jones had minority interest in Northwestern before joining Commission. He did not participate in consideration of case.

SALE OF KHBG OKMULGEE GETS COMMISSION SANCTION

ACQUISITION of KHBG Okmulgee, Okla. (1240 kc 250 w, MBS) by Donald W. Reynolds' Times Publishing Co. for $125,000 [BROADCASTING, July 26] and realignment of ownership of KCRA Sacramento (1320 kc 1 kw, NBC) and KCRA-FM approved Friday by FCC.

KHBG sellers are Lucille Ross Buford and Paschel Buford (49% each and Sam W. Ross (2%). Times Publishing, new owner, publishes Okmulgee daily "Times" and Sunday "Times-Democrat." It is owned 100% by Southwestern Publishing Co., controlled by Mr. Reynolds. He owns KFSA Fort Smith, Ark., has Okmulgee FM grant, and owns 50% of WIKK Erie, Pa. Southwestern Publishing is permittee of KFSA-FM Fort Smith and applicant for Tulsa and Oklahoma City TV.

KCRA transaction involves sale of David R. McKinley's one-third interest for $40,000. Ewing C. Kelly and Vernon Hansen, who held remaining interests, will have 50% and 25% respectively in new corporation. Gerald Hansen, in wholesale dairy business and brother of Vernon, is now stockholder with 25%.

WINCHELL TOPS HOOPER

WALTER WINCHELL with Hooperating of 27.0, up 8.9 from 18.1 rating of year ago, was most popular radio program first week in November, according to Nov. 15 Hooper report on evening network broadcasts. *Radio Theatre* second with 25.0, *Fibber McGee & Molly* third, 22.8, Jack Benny fourth, 21.9, and Bob Hope fifth, 20.0. *Ma Perkins* on CBS was most popular daytime network program with Hooperating of 8.0. Other daytime leaders were *Stella Dallas*, 7.6; *Young Widder Brown*, 7.4; *Grand Slam*, 7.3; Arthur Godfrey, 7.0.

GREELEY, MEYER LEAVE D-F-S

JOSEPH M. GREELEY and Albert O. Meyer have left Dancer-Fitzgerald-Sample, Chicago, for Leo Burnett Agency, same city. Mr. Greeley, who worked on D-F-S General Mills account five years, will join Burnett between now and Jan. 1 in "executive capacity." Mr. Meyer, head of D-F-S merchandising and promotion department seven years, is account executive on Burnett merchandising staff.

12 DAYTIME, 4 FULLTIME STATIONS APPROVED

FCC FIELD DAY in standard station grants Friday with construction permits approved for 12 daytime and 4 fulltime stations. KVOU Uvalde, Tex., granted switch from 1490 to 1450 kc 250 w fulltime. Bankhead Broadcasting Co., licensee WWWB Jasper, Ala., and owned by W. W. Bankhead, received daytimers in Fayette and Russellville, Ala. Construction investments total about $350,000. Grants include:

EAST POINT, GA.—Southeastern Broadcasting System, 1260 kc 1 kw day. ENGLEWOOD, COL.—Colorado Broadcasting Co., 1380 kc 1 kw day. FAYETTE, ALA.—Bankhead Broadcasting Co. Inc., 990 kc 1 kw day. KERMIT, TEX.—Kermit Broadcasting Co., 610 kc 1 kw day. MIDDLESBORO, KY.—Tri-State Broadcasting Co., 560 kc 500 w day. NEW ULM, MINN.—Brown County Journal Inc., 860 kc 1 kw day. PARIS, TENN.—Paris Broadcasting Co., 1270 kc 1 kw day. RUSSELLVILLE, ALA.—Bankhead Broadcasting Co. Inc., 920 kc 1 kw day.

SAN ANGELO, TEX.—Sanan Broadcasting Co., 1450 kc 250 w unlimited. SONORA, CALIF.—Mother Lode Broadcasting Co., 1450 kc 250 w unlimited. SPARTA, TENN.—Sparta Broadcasting Co., 1050 kc 1 kw day. SPRINGFIELD, MASS.—Springfield Broadcasting Co., 1600 kc 5 kw day, directional. SPRINGFIELD, MO.—Kikapoo Prairie Broadcasting Co. Inc., 1340 kc 250 w unlimited. STILLWATER, MINN.—St. Croix Broadcasting Co., 1220 kc 250 w day. TAUNTON, MASS.—The Silver City Broadcasting Corp., 1570 kc 1 kw day. TUCSON, ARIZ.—Thomas J. Wallace, 1490 kc 25 w unlimited.

TV AND AM APPLICATIONS DISMISSED BY FCC

DISMISSAL of CBS TV application in Boston and Denver Broadcasting Co. AM application in Denver requested in petitions filed at FCC by Boston Metropolitan Television Co. and KCMO Kansas City, respective competing applicants. Both requests, handled by Haley, McKenna & Wilkinson, Washington radio law firm, charge applicants are associated with conflicting or multiple requests for same class facilities in contravention Secs. 1.362 and 1.364 of FCC rules.

CBS has filed application for purchase of Raytheon Mfg. Corp.'s WRTB (TV) Waltham, Mass., in Boston area [BROADCASTING, Nov. 15]. Sale pact provides deal may be cancelled if FCC approval isn't granted 30 days before date of further hearing on pending Boston TV requests. KCMO, seeking boost on 810 kc to 50 kw fulltime, states principals in Denver Broadcasting also control Aladdin Radio and Television Co., purchaser of KLZ Denver, subject to FCC consent [BROADCASTING, Nov. 1]. Denver Broadcasting seeks 50 kw day, 25 kw night on 810 kc in Denver.

'BALTIMORE GAG' JUDGE

HEARING of "Baltimore Gag" violation charges against five Baltimore area stations and a newscaster will be presided over by Judge John B. Gray, Jr., of Seventh Maryland Judicial Circuit (early story page 41). Appointment made by Maryland Court of Appeals. Stations are charged with contempt of court for broadcasting accounts of murder, allegedly violating unique "Baltimore Gag." Hearing date not set.

MEDIA GROUP ACTION

MEDIA representatives meeting in Washington Friday at NAB invitation (early story page 67) construe "Baltimore Gag" contempt charges against stations in Baltimore violation of First Amendment. Charles Roeder, WCBM Baltimore news editor, explained situation to spokesmen for movies, radio, newspapers and other media.

U. S. RUSHING PREPARATION OF SPECTRUM CALCULATION

TWO technicians rushed to Mexico City United States to speed long job of prepar material to be used in channel allocations High-Frequency Broadcasting Conferen Conference making progress in political f but technical situation not encouraging.

Sent to Mexico City were Hideyaki Nogu FCC, and Sidney Ostro, Bureau of Standar

Ambassador R. Henry Norweb, delegat chairman, entered New York hospital for b operation. Acting chairman is George E. St ling, FCC member.

Russia submitted plan for 75% of all sp trum space to be used for internal broadca ing, 25% international. U. S. opposes priorit basis. United Kingdom opposes Russian pl India submitted similar idea but offered retreat if more equitable plan presented.

THEATRE GUILD SHOW TV SPONSORS PLANS SET

CONTRACTS are in final stage for TV sp sorship of *Theatre Guild of the Air* by Gene Foods [CLOSED CIRCUIT, Nov. 1]. Tentat starting date is first week of January.

Philco Corp.'s objection to back-to-back p gramming of its *Philco Playhouse* and Gene Food's hour seems abandoned. Niles Tra mell, NBC president, said to have assu Philco and GF that Guild (for GF) and tors Equity (for Philco) would cooperate both programs will not represent same t entertainment on one night.

Benton & Bowles and Young & Rubic both New York, jointly will handle Thea Guild show, Sundays, 8-9 p.m.

CBS RECORDED SHOWS POLIC

CBS confirmed reports it will accept record programs for daytime broadcast until 6 p. Action seen as another phase of networ energetic program revitalization campai Earlier CBS announced that during summ months advertisers could rebroadcast by cording and in their regular time periods p grams broadcast in fall, winter and spring.

NAB NAMES NARBA AIDES

NAB Friday named four staff executives assist in preparation for third NARBA (ea story page 29). They are Forney A. Rank executive assistant to president; Royal Howard, engineering director, and Neal Naughten, assistant director; Don Petty, g eral counsel.

Closed Circuit

(Continued from page 4)

pinch-hitting for Ambassador R. Henry web, delegation chairman, in New York pital for back operation.

LOOK FOR another outburst from In American Assn. of Broadcasters against Peron's bold effort to "Peronize" Latin Am can radio against "Yankee imperialis IAAB board met secretly at Mexico City week. Gilmore Nunn, NAB director who tended explosive Buenos Aires sessions summer, was present as U. S. delegate.

PRIOR to announcement that Charles R had resigned as ABC vice president and sistant secretary to become president and eral manager of Audio and Video Produ Corp. (see story, page 22), report was curr that he would join Mutual as assistant to Pr ident Edgar Kobak.

Where else in America?

Not the north — not the south! Not the busy industrial east nor the farm-rich middle west can really mirror our land in all its varied aspects. But there is one area, embracing parts of all these places, which does. It's WLW-Land—a true cross section of the country.

Where else in America could you hope to find so perfect a proving ground for new products and new ideas?

In WLW's Merchandise-Able Area are 330 counties comprising parts of seven states. Nearly 14 million people live here. Some are wealthy, some are poor. Some live in great cities, some in tiny villages. Some work in factories, some own farms. When you know how these people will react to your product, your package, your selling appeal — you'll have a good idea how consumers everywhere will respond.

And you CAN know through WLW; for this great radio station covers the area as a network covers the nation. It dominates most cities but not every city. It reaches most farms but not every farm. You'll face this same condition elsewhere throughout the country, no matter what medium or combination of media you choose. But by using WLW first, you can learn the answers in advance.

WLW is particularly well equipped to help you get the answers. Besides one of the nation's largest and most loyal listening audiences, WLW offers facilities not equalled by any other station. It can help you study the market—get distribution—win dealer cooperation. It can help you learn what consumers really think about your product — your price — your package. With manpower to do the job, and a "know-how" peculiar to its territory, The Nation's Station stands ready to serve you in the proving ground for America!

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